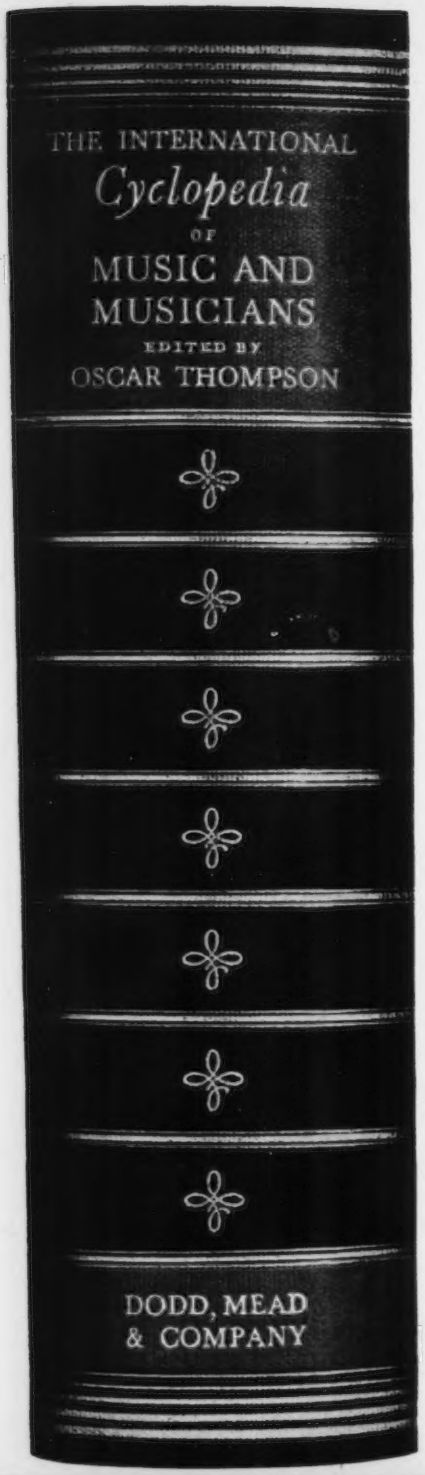
JULY 1944

Vol 40 — 41 Complete

bookbinding and book production

DESIGN and MANUFACTURE of BOOKS, PAMPHLETS, CATALOGS and ALLIED PRODUCTS

THE OFFICIAL BUSINESS PAPER OF THE INDUSTRY



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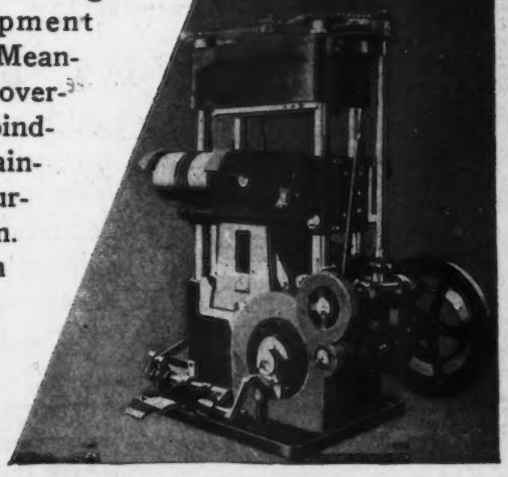
THESE two Sheridan Presses have gone to war and are now contributing their part to the tremendous aircraft production program for Victory being carried on by our Government. The illustration on the right shows the familiar Sheridan Book Smasher. This machine, besides being actively engaged in the production of books to train American fighting men and maintain home front morale, is now also actively engaged in forming and dieing out vital aircraft parts and equipment. The press shown on the left is stamping out production parts for medium bombers and fighter planes. While Sheridan factories are now exclusively devoted to building special machines for the victory program, the same men and equipment will be ready to turn to building Sheridan precision equipment when the war is over. Meanwhile, Sheridan is not overlooking the needs of binders for repair and maintenance parts for current plant operation. Watch Sheridan in the future and rely on Sheridan service now!



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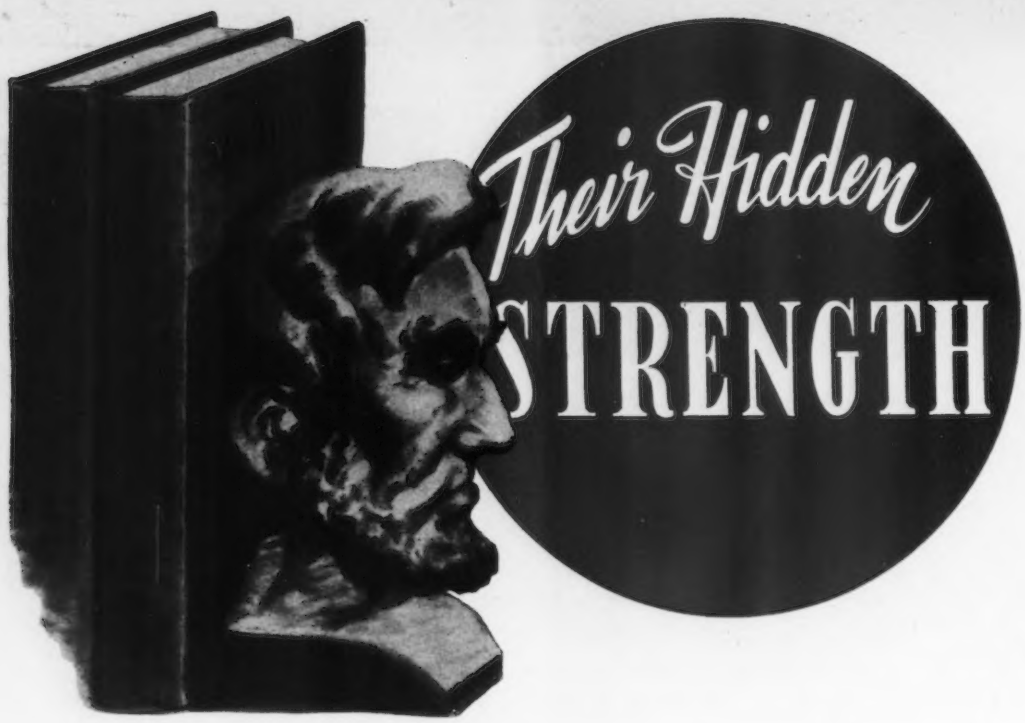

ABRAHAM LINCOLN

He said, "All I am or ever hope to be, I owe to my angel mother," and it was true as well as sentimental. In a primitive environment, she was the only brilliance . . . in the most vulnerable part of his life, she was the only inspiration. His natural powers developed because of the hidden strength of her influence.

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. . . gives hidden strength to books and to the binders' reputation, fortifying the most vulnerable part of each with 102 years of quality production, research, and appreciation of binders' problems. Give your covers the over-all hardihood and all-around utility of DAVEY BOARD'S composition—give your prestige the protection that DAVEY BOARD can relay to it.

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JULY 1944
Volume 40 Number 1
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Bookbinding & Book Production

THE OFFICIAL BUSINESS PAPER OF THE INDUSTRY

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AND KEEP 'EM

F. P. ROSBACK COMPANY, Benton Harbor, Mich.

World's Largest Manufacturers of Perforators, Stitchers and Paper Punching and Drilling Machines

One for the book . . . !

And ***the*** record book for ***the*** one youngster in the world he'll be happiest to see and learn all about! This delightfully planned baby's record book, designed and illustrated by Decie Merwin, charmingly frames the baby's history, up to the age of three. Oxford University Press selected a colorful Terek Book Cloth in which the book is bound. Haddon Craftsmen, Scranton, Pa., is the binder.

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"Blonde" bookbinding colors (light shades) are really popular with us these days! And for a very good reason.

The dyes for colors are all critical materials now, and we have to make a little go a long way. That's why we're asking all our customers to take a "light" view of the situation and go easy on requesting dyed solid colors in your binding selections. As a matter of actual fact, it takes *many times* as much dye to produce a dark color as it does to make a light one!

Our purchases of these war-needed dyes are limited by the government to a percentage of dollar values in some previous period. Since a dollar's worth of the coloring needed for the lighter colors in linen finishes will take care of many times the yardage of that finished with the heavy, dark dyes, your choice of light colors means considerably more yardage for you and all our other customers.

Help us keep your orders coming to you regularly by requesting color-saving, light color linen-finishes!

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BOOK CLOTH DIVISION
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. . . produced by Offset

OFFSET lithography has long been a standby for many types of textbooks. One reason is that all illustrations—diagrams, halftones, drawings, sketches—can be reproduced easily and economically by offset. Formulae, often difficult to set up, are reproduced with equal facility. • War-time educational needs have accentuated the advantages of offset for textbook printing. If you would like to see the outstanding examples of text book work in the "BOOKS BY OFFSET" exhibit write us for further details.

"BOOKS BY OFFSET" is a traveling exhibit of The American Institute of Graphic Arts, Inc. Complete sets may also be viewed at the Harris-Seybold-Potter Company offices listed below, or by special request in your own community.

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"I'M TOUGH!"

Aluminum Screw Posts Are Back!

Despite its lightness, aluminum is one of the toughest of metals. Everywhere in the war effort it has been "doing its bit." Because of this desirable quality, the trade will be pleased to learn that aluminum has been allocated for the manufacture of a limited quantity of **ALUMINUM SCREW POSTS**, sizes of from ¼-inch to 4-inches.

A complete assortment of sizes are now in production for delivery on or before September 1st. Orders now on hand and those received from now on will be filled in the order received.

If necessary, we reserve the right to make partial shipments in the best interests of all concerned.

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MARSHALL SON & WHEELOCK, INC.

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● Giant nose hangars like this one help the Navy keep 'em flying at Pacific island bases.

Made of laminated material developed exclusively by Textileather for the U. S. Navy Bureau of Aeronautics... these hangars afford weather-proof shelter for servicing two planes at one time.

Fire-resistant... water-proof... mildew-proof... and high tensile strength make this coated fabric *right* for the rugged needs of war. The huge hangar can be equipped with heater for use in colder regions.

This is one of many applications of research-improved Textileather materials for Army and Navy requirements. Today's tougher Textileather will be *tops* for tomorrow's smart new upholstering, bookbinding, luggage, workers' clothing and many other products. Textileather Corporation, Toledo, Ohio.

At the front today...out in front tomorrow!

TEXTILEATHER

This is the 227th Peerless advertisement to appear in this publication.

In Quest of Gold

Gold so dazzled the eyes of the Spanish Conquistadores that it blinded them to the culture of the Incas whom they conquered.

The Incas were a marvelous people. They developed an architecture classic in grace and power as revealed in the astonishing remains of Tiahaunaco . . . the splendid city on a plain . . . a city of temples and palaces and convents and elaborate burial places . . . recording permanently the superiority of their culture to that of the invaders. In their buildings and in their decorative arts they made extensive use of gold. Their craftsmen displayed an infinite variety of design and their skill in the use of gold is proverbial.

A skilled craftsman in any field deserves the finest tools and materials aavilable. Skilled craftsmen in the binding industry know that Peerless Genuine Gold lends beauty and distinction to fine covers . . . that it is a product worthy of their skill. PEERLESS ROLL LEAF CO., INC., 4513 New York Avenue, Union City, New Jersey.

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ZAPON-KERATOL COATED FABRICS

TO IMPROVE YOUR VOLUME PRODUCTION

Zapon-Keratol's research laboratories and productive facilities have always been keyed to one main objective—that of completely meeting *every* bookbinding need and facilitating modern mass production methods.

Zapon-Keratol coated fabrics are noted for their availability in a wide range of colors, their up-to-date styles and their matchless durability. Discriminating bookbinders recognize the value for volume production of long yardages, standard width and uniformity in color, grain and finish—the qualities which add up to streamlined volume production. Our output today is largely preempted for war—but not the aid and cooperation we can give you. Let us help you plan—now—for your postwar manufacture of better books—faster—and with greater economy.

BOOKTEX AND KERATOL BOOKBINDING FABRICS

ZAPON

ZAPON-KERATOL DIVISION

Atlas Powder Company · Stamford, Conn.

KERATOL

COATED FABRICS — *For Your Products of Tomorrow*

What Is the Correct Package for Overseas Shipment?

Partial check list of a correct package. Go over one of your packages and check yes or no. Rating must be 100 on this quiz.

1. Was part thoroughly cleaned before preserving?

2. Was part wrapped in correct grade and type of greaseproof paper?

3. Was part properly braced inside box?

4. Was waterproof paper bag liner used inside exterior container?

5. Were ALL SEAMS AND CLOSURES OF THAT LINER SEALED WITH A WATER-RESISTANT ADHESIVE?

6. Was box used built in EXACT conformance with specifications?

7. Were correct steel straps used and properly spaced?

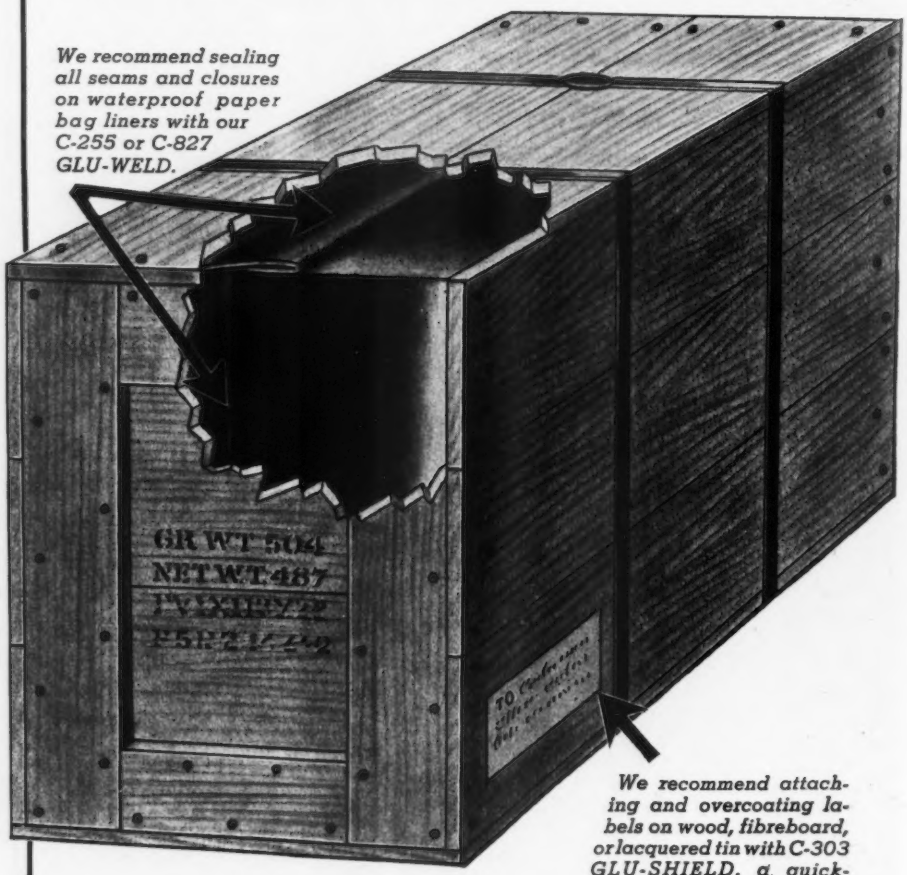
8. Was correct marking employed, including service force color identification and properly placed destination and contents symbols?

9. If labels were used, were they attached and overcoated with a RELIABLE WATER-PROOF LACQUER?

Our Definition:

A package which is correct for overseas shipment of war materiel is one to which has been applied principles of common sense; one which, in all possible cases, exceeds rather than shades the requirements of the specifications involved; one in which equal attention has been given to exterior and interior containers, blocking and bracing, corrosion prevention, and permanent marking; one in which a shipper takes pride in his assurance that despite rough handling, outdoor storage at the ends of the earth and transportation of all types, his product will be READY FOR WAR.

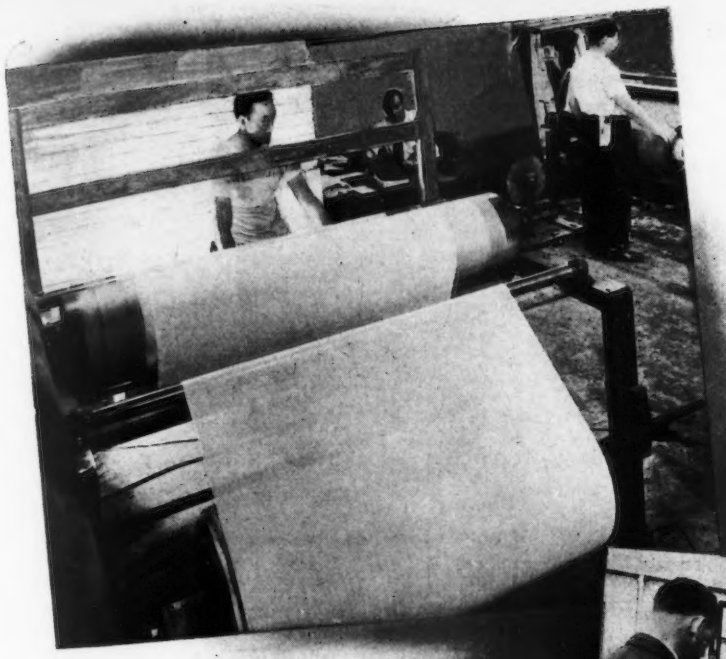
We recommend sealing all seams and closures on waterproof paper bag liners with our C-255 or C-827 GLU-WELD.

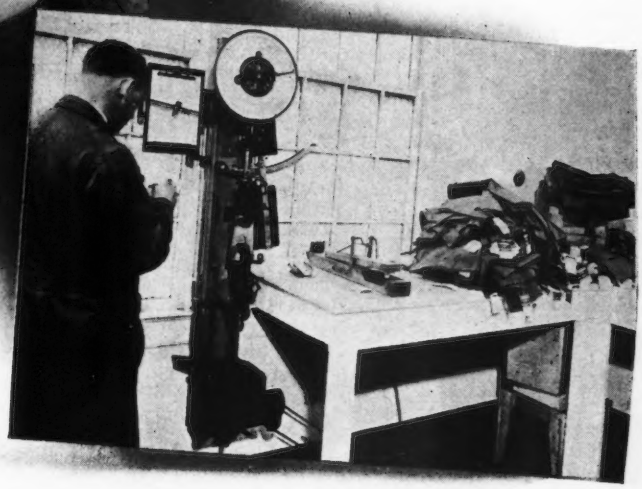


We recommend attaching and overcoating labels on wood, fibreboard, or lacquered tin with C-303 GLU-SHIELD, a quick-drying waterproof lacquer.

Union Paste Company

1605 HYDE PARK AVENUE, HYDE PARK 36, MASSACHUSETTS





CHECK ✓ AND DOUBLE CHECK ✓✓

The line made famous by that well-known radio comic team is a serious reality at the Wharton division of L. E. CARPENTER & CO., where the manufacturing process begins and ends with a critical check-up.

Here at our new plant, where CARPENTER book cloths will be produced for your post-war needs, equipment is installed to provide for minute examination for flaws or thread breaks before sizing. Then, upon completion, the finished goods are checked again for tensile strength, printing qualities and other specifications.

CARPENTER is preparing today to make tomorrow's book cloths the finest that modern equipment, skill and human ingenuity can provide.

"To Build a Better Book, Call Carpenter"

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AMERICA IS BECOMING A NATION OF READERS

In this lies our greatest hope for the future because as a Democracy we believe that the ideals of the many are a better guide than are the ideas of the few.

But ideals are goals; to reach them paths must be charted and leaders selected. These choices must be made wisely and in the democratic way, by an enlightened people who have formed their own opinions.

Americans are forming their own opinions today. Now, more than ever before, they are turning to books for knowledge-to books about our own country and other countries, to history, science, philosophy and religion. From books they are getting a background of information that leads to understanding and this they must have if America is to endure.

QUALITY GUARANTEED · CS 50-34 · BINDERS BOARD MANUFACTURERS

For *over a hundred years, the manufacturers of Binders Board have worked in close cooperation with the Binders and Publishers of this country in meeting the growing demand for books.*

BINDERS BOARD is manufactured in accordance with U.S. Commercial Standard CS50-34 by the following mills:

Colonial Board Co. ..... Manchester, Conn.
Consolidated Paper Co. ..... Monroe, Mich.
The Davey Co. ..... Jersey City, N. J.
Fandango Mills ..... Millburn, N. J.
Shryock Brothers ..... Downingtown, Pa.

CAROLINE L. LLOYD, INC.
280 MADISON AVENUE, NEW YORK, N. Y.

BOOKS BOUND IN BINDERS BOARD ARE BOUND TO LAST

Gathered and Forwarded

B&BP's Report to the Industry for July, 1944

★ ★ ★ GRAPHIC ARTS ASSN.

A NATIONAL ORGANIZATION REPRESENTING All GRAPHIC ARTS groups was uner discussion at a conference held in Detroit, June 8-12. There are at present some 60 national and over 250 local organizations in the graphic arts field, said A. E. Giegengack, Public Printer, in the keynote speech. This, he brought out, contrasts strongly with the organizational unity of other great industries such as steel, aut, and oil. The function of the proposed organization would be to deal with the overall problems confronting the graphic arts industry, particularly those involving government relations and federal tav problems. It would act in the larger aspects of labor matters. No duplication of the services now rendered to members by local associations is contemplated.

James F. Newcomb, New York, (Joint Committee on Government Relations of the Comm. Ptg. Industry), was named acting chairman. Also on the working committee entrusted with the development of plans for the proposed national organization are: James L. Cockrell, Tulsa, and Raymond Blattenberger, Philadelphia, (United Typothetae of America); Carl E. Dunnagan (president, Illinois Graphic Arts Federation); and Ralph Thomas, Detroit, (Typothetae-Franklin Assn.).

As B&BP went to press, word was received that the bookbinding industry, at least that part of it represented by the field of book manufacture, was to be included in the program for the association. B&BP feels that, for the best functioning of such an organization, there should be representation from other fields in binding, which we believe will be forthcoming.

★ ★ ★ NEW LABOR LAWS

THE VERY EARLIEST REPORTS ON THE BINDERY EMPLOYMENT situation as affected by the new WMC regulations of July 1, indicate that the headaches will remain about as they were before. In fact, the new regulations may operate to stabilize things somewhat, because they will tend to discourage floating from one bindery job to another by men between the ages of 18 and 45. As long as the men remain in their present jobs, no question will be raised as to the "nonessentiality" of their work, but when they plan a change, they must go through WMC or USES, and will be expected to take suitable war jobs if the latter are available. A bindery is placed in the "essential" category if 75% or more of its work is in educational and technical matter or Government war contracts. In some labor shortage areas, women have been "frozen," too.

Paul McNutt has announced that no worker will be required to accept a war industry job if he is not "fitted" for it, or if it means a "substantially" lower wage than he has been receiving. The effect upon bindery employment, will, of course, vary in degrees in different parts of the country, depending upon the amount of war work in each area, and the total supply of labor available. Designated labor shortage areas will be under sharper necessity to transfer non-essential workers into war jobs.

In New York state, the "equal rights" pay bill has been passed and is now in effect. It stipulates that women doing work formerly done by men, must receive the same rate of pay. The bill does not affect existing definitions of pay rates for designated men's and women's work in binderies. However, if a woman, with union permission, is hired for a job classified as Men's work, she will have to receive the regular scale pay.

★ ★ ★ POST-WAR BOOK-PASSING

"WHAT'S GOING TO HAPPEN IN THE BOOK INDUSTRY AFTER the war?"

That question has been popped so often, and so many crackpot answers have been forthcoming, that it has almost become a trade joke. Yet it is no joke to the many thousands of men and women who depend upon it to make a living, or who have their money invested in it.

It is important to note that most of the discussions revolving around the future eventually siphon down to format. The old question of cheaper retail prices for books comes to roost—as it always has—on the swinging perch of manufacturing costs. And now, publishers' designers and production people, their minds awhirl with rumors of revolutionary developments in laboratories and experimental machine shops, are getting ready to demand working miracles from binders and printers.

There is some evidence that publishers are definitely looking to dollar or even fifty cent trade books to provide the profit gravy of the postwar future. And if this policy is inked into the "must" list, the pressure is going to be turned on heavily for lower manufacturing costs. For his part, the manufacturer can reduce costs only in two ways. He must pay less for his materials, or he must find "dream" machineery that turns out a complete book at the press of a button. Maybe both of these things are in the cards. They certainly are, if you listen to some of the ideas said to be hatching. There are, for instance, prophecies of wide-spread photo-composition, new, cheaper materials for printing plates, and so on. At least one researcher, William C. Huebner, has developed an electronic press which he claims will print letterpress, offset and gravure with little or no makeready.

Conservatives discount the value of many of the new ideals for real practice in the near future. But one thing is sure. If cheaper trade books are essential to the profitable future of the industry, ways will be found to produce them. There is no sense in doing an ostrich act on that.

The problem, however, can't be deposited gently on any one particular doorstep. It is for the industry as a whole to tackle. Buck-passing woun't supply the answer. It can't be shoved along from publisher to production department to printer to binder to machinery or material manufacturer. Each has a part to play.

It is up to the publisher to provide reading material which will be bought by the great masses of the public, which, it is said, will be waiting to buy cheaper books. *(If the book manufacturer is to invest heavily in new, "wonder" machinery when it is invented, there must be work forthcoming to keep the machinery rolling).* It is up to the designers and production departments to be practical about their specifications. It is up to the binder and printer to keep alert for ways to reduce costs, and to take advantage of any new, practical mechanical development. It is up to the suppliers to provide the machinery and materials which will fit into the whole scheme.

The war isn't won yet, not by many a shot, and in some ways, too much speculation about postwar, is a waste of time and effort. But some thinking can be done, and it is important that it will not be done in terms of book-passing. If there are to be future increased markets to be supplied by increased cheaper production, success can come only through increasing cooperative thought and action.

(Comments on the above-mentioned developments or other problems facing the industry will be welcomed for discussion in this department.—THE EDITORS.)

What is gayer

than a clump of yellow dandelions set in a green meadow?

. . . or the pale gold of wheat ripening in the sun?

Decorators use yellow, advertisers use it. Its visibility outranks any other color in the spectrum. Its adaptability to varied color combinations is greater than that of any other color. But publishers have not utilized yellow to the fullest extent. For bizarre effects, for dignified simplicity —

Try

Yellow stamped with Russian or Killarney Green

Yellow stamped with Chinese Pomegranate

Yellow stamped with Colonial Blue Gray, Tundra Gray or Rio Mist

Yellow stamped with Chinese Earth, Indian Spice or Congo Brown

Yellow stamped with Teal or Marine Corps Blue

Good news: You will be able to get La Paz Sun, one of Holliston's best yellows, on order for your Fall books.

The Holliston Mills

BOOKBINDING & BOOK PRODUCTION
THE OFFICIAL BUSINESS PAPER OF THE INDUSTRY

VOL. 40 NO. 1 JULY 1944

Bill provides free textbooks for ex-G. I.'s

Industry will undoubtedly experience gigantic increase in all types of production

A STROKE OF A PEN FROM a desk in Washington, littered with bric-a-brac and gifts of every nature from ardent admirers, may set in motion one of the biggest expansions in textbook manufacture in many years, or it may introduce an even greater competitive note in the field of educational material.

The signing, by President Roosevelt, of the "G. I. Bill of Rights," or S. 1767, to give it its legal name, is the act in question. From many preliminary observations, one can draw one certain conclusion: that education is preparing for a gigantic expansion period. This is a *young* American army and navy, and millions of its members have been forced to observe a moratorium on their education upon having completed high school, and hundreds of thousand more have suffered a hiatus in either collegiate, vocational, or professional education. It is hopeless to predict how many others have had to abandon extra-curricular or home study courses already commenced or planned.

what it covers

THE "BILL OF RIGHTS," in brief, affords servicemen and servicewomen, not over 25, an opportunity to resume their education provided they have served longer than 90 days, and their edcation or training was "impeded, delayed, interrupted, or interfered with by reason of entrance into the service . . . " A "refresher or training course" is also provided for. The bill provides for a minimum of one year's training, which may extend up to seven years after the termination of the war. Free tuition up to $500 annually will be provided by the Federal government, which in turn will make allotments of $50 monthly for single men, and $75 for those with dependents.

As the law reads, the term "educational or training institutions," covers the following: "all public or private elementary, secondary, and other schools furnishing education for adults, business schools and colleges, scientific and technical institutions, colleges, vocational schools, junior colleges, teachers colleges, normal schools, professional schools, universities and other educational institutions, and shall also include business or other establishments providing apprentice or other training on the job, etc."

books for ex G.I.'s

WHAT IS OF SPECIFIC INTEREST to the industry, however, is that the law guarantees payment to the educational institution for all *books,* supplies, tuition, etc., exclusive of board, lodging, and other living expenses, by the Administrator of Veterans' Affairs.

Since such courses must be initiated no later than two years after either the date of discharge or termination of the war, it is obvious that any serviceman who has any such intentions of continuing his education will not delay very long in taking advantage of the offer. Nor can there be much question that the majority of veterans will want to continue their studies.

Picture the situation which meets them upon demobilization. They will be faced with the problem of securing jobs in a civilian world that has seen big changes in methods and materials, and will doubtless see greater, but which, despite all sorts of plans and predictions, will probably not be ready to re-employ at the drop of a hat, millions of returned veterans and war workers looking for new fields. Many of them will have had in the service a taste of training in a new vocation which they will want to continue, while others will be even more interested in what they have chosen for a life work, either due to their further experience with it in the service or to separation from that activity. Many who ordinarily would have scoffed at continuing their education further, have been sobered by their conflict with reality, and will comprehend the necessity of further schooling.

a million new collegians

SINCE THE SERVICES have a number of engagements to keep in continental Europe and insular Japan, it is obvious that no time has been found to ascertain for certain how many men will resume their schooling. But college officials have estimated that 1,000,000 will re-

(Please turn to page 29)

GUILD SUMMER WINDUP A goodly number of good-fellow members of The Bookbinders' Guild of New York turned out for the monthly dinner and meeting on June 14 at the Cornish Arms Hotel. Problems of labor and supply that beset the boys during their working hours, were pushed into the background during an evening mainly devoted to relaxation and fun, as a windup session until next September.

After the meeting was called to order by president Ralph Box (Country Life), the routine business was quickly completed. Among membership actions was a vote to buy a $100.00 war bond in support of the Fifth Loan campaign. On the basis of a report from Joseph Gettler (John Gettler), entertainment committee chairman, and Otto Hugo (H. Wolff), executive committee chairman, it was voted to hold the annual outing at Narragansett Inn, Lindenhurst, Long Island, on July 29. The outing will be open to members and guests, and everyone was urged to get their reservations in early, so that the necessary arrangements could be made ahead of time.

Announcement was made of the death of a member, K. F. Schaeffer (Chivers). Secretary William Johnson (Country Life) was authorized to send a message from the Guild to Mrs. Schaeffer.

Guests present for the meeting were introduced. They were a delegation from Zapon-Keratol Division, Atlas Powder Co., which included Fred C. Ford, Craig Davidson, and L. J. Paterson; and another group from Fabrikoid Division, E. I. du Pont de Nemours, which included L. S. Utley, E. A. Chilver, and Harry Rhodes.

Two innovations in procedure marked the meeting. One was the singing of The Star-Spangled Banner at the opening, the other a roll call of those present, so they could stand up and be recognized by fellow members.

As soon as the business matters were completed, the gathering got down to the main features of the evening—music, and entertainment by "the man with a thousand voices," and a gentleman who played tunes on water tumblers.

A lotta fun and nobody hurt.

JOBS FOR VETERANS Disabled war veterans will get a helping hand from the graphic arts industries of Philadelphia, according to Emil Mueller (Edward Stern & Co.), chairman of the recently organized Graphic Arts Veterans Rehabilitation Committee. Among the prominent Philadelphia bookbinders who are members of the Committee are Howard Thomas (National Publishing Co.) and Charles Hartman (Hartman Bindery). As the first step in the proposed rehabilitation program, the Typothetae of Philadelphia is conducting a survey of the entire area to determine the number of veterans the industry can use and in what particular jobs. The Rehabilitation Committee will assist the Veterans Administration by assuming responsibility for the training and job placement of veterans who wish to enter the graphic arts industries: printing, bookbinding, engraving, etc. As the plan now stands, the Veteran's Bureau will test the applicant for adaptability and other qualities necessary in the industry. If approved, he will be sent to the Rehabilitation Committee which will outline a training program to be followed and will assign him to a shop when schooling is completed. Several vocational schools in Philadelphia have already offered their support to this program which will be run in cooperation with the Veterans Administration.

PRIZE WINNER "Wolff Tracks," employee publication of H. Wolff Book Manufacturing Co., N.Y.C., romped home a winner in a national house organ contest recently. The contest was sponsored by the Third Annual Wartime Conference of the National Council of Industrial Editors Associations. "Wolff Tracks" received second prize in its classification. More than 1500 publications in all classifications were submitted, with 58 awards being made.

The Wolff publication is made up in 16 pages, self cover, 6 x 9" format, and is edited in informal, newsy style.

IN BRIEF Dudley L. Parsons is the new vice-president and general manager of William E. Rudge's Sons, New York.

Parsons, an alumnus of Mass. Institute of Technology and of Columbia U., has been public relations manager of The New York Trust Company and editor of the bank's quarterly publication, "The Index," for the past 14 years . . .

Howard N. King, director of typography of the Maple Press Co., York, Pa., has been elected to the post of vice-president in charge of sales. King is also representative-at-large of International Printing House Craftsmen, and typographic counselor to Intertype Corp., besides working as an able book designer, and serving on B&BP's advisory council. . .

Announcement has been made of the acquisition by the Philadelphia Bindery, Inc., of the pen ruling plant of the Garrett-Buchanan Co., Philadelphia, thus launching the Philadelphia Bindery into a new division of the industry . . .

Among the standing committee appointments made by the Typothetae of Philadelphia president, Ben James, June 12, are the following men associated with this industry:

Finance chairman, Robert Hesse, T. A. Winchell & Co.; membership, C. Howard Thomas, National Publishing Co.; trade school and educational, A. J. Abraham, Hartman Co.; rehabilitation, Herman Eberding, Nat'l Pub. Co.; Frank Sherman, Lanston Monotype; Charles Hartman, The Hartman Co.; Mr. Thomas; industrial relations, Mr. Thomas again . . .

Leave it to Henry Hoke of "The Reporter of Direct Mail Advertising," N.Y.C., to come up with a best seller, and also with an adaptation of the newly popular stunt of the dual edition, one in paper and one in cloth. B&BP readers are doubtless familiar with Hoke's courageous expose of the subversive campaigns in the U. S. mails, which ended in the final conviction of some of the more obnoxious Nazi agents. Now big, amiable, but unbribable Hoke is putting into book form the story of his long fight. An 8½" x 11" papercover version costs $1, the clothbound, $2. They may be ordered through the Reporter, 17 E. 42nd St., N. Y. 17. Judging from H. H.'s achievements with the Graphic Arts Victory Campaign, the book should be a first-class job. . . .

CANADIAN NEWS I. C. Rockwell, president and manager of J. & A. McMillan Co., St. John, N. B., bookbinders and publishers for over 100 years, was re-elected to the executive council of the New Brunswick division of the Navy League of Canada, at the annual meeting held recently. Rockwell has been on the McMillan staff for the past 36 years, and has headed the firm for the past seven years.

Arthur F. McCann, 80, of Windsor, N. S., a retired bookbinder and printer died recently at his home. Death also came suddenly to Harold Stults, of Hampstead, N. B. For the past 25 years he had been on the staff of Barnes & Co., veteran bookbinders and publishers, St. John, N. B. For about 15 years preceding his death, he was on the road for the old firm covering the Atlantic provinces.

J. A. McCurdy, Halifax, N. S., bookbinder and publisher, is installing some additional and new equipment in his plant. He returned recently from a buying trip to Montreal, Toronto, Detroit, Chicago, Winnipeg. Damages caused by a recent fire in his two story brick building have been repaired.

BINDERY AD DISPUTE Allegedly insulting letters to one of the Southwest's largest bookbinding plants by the Texas regional director of the Fair Employment Practices Committee were criticized by Senator O'Daniel (D. Tex.) Help wanted advertisements by the American Beauty Cover Co. of Dallas, Texas, were considered "discriminatory" by the FEPC. The company's reply that such ads were not being continued did not satisfy the committee. C. T. Dean, president of the bindery, thereupon wrote to Senator O'Daniel who asked the FEPC under what authority in law such letters were written. Chairman Malcoln Ross of the FEPC then instructed the regional office to take no action against the Dallas bindery or similar enterprises on the ground that they were not war industries and therefore beyond the FEPC's jurisdiction.

TO CUT SPENDING J. Richard Jackman of the Rumford Press, bookbinders and blankbook manufacturers of Concord, N. H., has become a member of the NAM "government spending" committee. Jackman will represent the printing and paper industry in the committee's efforts to "sweat down the nation's overspending."

N.Y. BINDING SCHOOL Now that the New York School of Printing has been allocated $4,000,000.00 from funds authorized for the postwar public works construction program by the New York City Board of Estimate, plans are cooking for the bindery division of the School.

A committee from the New York Employing Book Binders Assn. has been appointed to draw up recommendations to be offered to the Board of Education as to instruction courses and other details. The committee consists of Bert Wolff, chairman, (H. Wolff Co.); Emanuel Burstein (American Book-Stratford Press); Harold Cadmus (Scribner Press); Frank Fortney (Russell-Rutter); and Robert Wessman (J. F. Tapley). Committee members are meeting at intervals during the summer, and expect to have their recommendations ready for presentation early in the autumn.

Among the plans expected to be adopted for the school is a special evening course in binding, open to apprentices and journeymen. Here more emphasis will be placed on machine operations, rather than the hand binding now taught. In fact, according to J. Henry Holloway, principal, it is expected that training to work with machinery will be an extensive part of all curricula of the postwar school.

OBITUARIES A former member of the firm of Schottin Bookbinders, Buffalo, N. Y., Edward F. Schottin, 65, died recently at his home in Buffalo after a long illness. Born in Buffalo, he entered the bookbinding trade as a boy and was in business with his father and later with his uncle. His wife and a daughter survive.

Karl F. Schaefer, treasurer of Chivers Book Binding Co., 33 Nassau Ave., Brooklyn, N. Y., died June 4, at the age of 54. Before coming to Chivers in 1924 he was president of the B. J. Schaefer Co. of New York City. The American branch of Cedric Chivers, Ltd., London, Chivers Book Binding Co. was purchased by Schaefer and Frank M. Barnard, the present president of the firm, in 1924.

John Duff, a veteran of over 35 years service in the edition book manufacturing plants of Quinn & Boden, Rahway, N. J. and Van Rees Bookbinding Corp., N.Y.C., died June 23 at his home in Elizabeth, N. J. He was in his 70's. Duff was with Quinn & Boden for 16 years, and superintendent at Van Rees for 17, retiring in 1941. Shortly afterward he returned to work at Rahway, but was forced to discontinue early this past winter because of ill health.

MOVES & CHANGES The Arlington Sample Book Co., Philadelphia, has moved to new quarters at 211-221 North 13th Street.

Robert L. Dothard is now full owner of the E. L. Hildreth & Co., Brattleboro, Vt., with W. Arthur Cole assisting as director, accompanied by Walter I. Dothard, Jr., Henry Z. Persons, and Harold Putnam.

Fred R. Siegle, designer, formerly with Haddon Craftsmen, has embarked on a partnership venture in Profile Press, N.Y.C. Profile Press is a small printing establishment handling specially designed commercial work and limited-run book editions, and at present is not doing its own binding.

Siegle has designed a type specimen book for his house, which in its treatment and content shows considerably more imagination than is usually found in such books.

Stappenbeck Bookbindery is now located at 205 Broadway, Normal, Ill., having moved to the new address from Bloomington. William Stappenbeck recently acquired the Craig interests in the firm, known as Stappenbeck & Craig, Inc.

BINDERS' BOND DRIVE A quota of $1,000,000,000 was set in the Fifth War Loan drive for the bookbinding industry of New York City, according to F. P. Mitschele (Bristol Service Bindery), chairman of a committee of eighteen binders who have organized the industry to meet the quota. The figure set is no less than five times larger than the binders' quota in the Fourth War Loan drive. At a committee meeting held June 20, Louis Siegel (Trade Bindery) suggested the holding of a large dinner-dance program to help promote the drive in the bindery industry. O. K. Eden (N. Y. Employing Printers Assn.) helped in the preparation of the program.

MONTREAL BOOKBINDING SCHOOL Canada's first School of Graphic Arts—one of whose features is a bookbinding division—possessed of completely modern equipment and a teaching staff of 16 specialists each with experience ranging from 10 to 25 years, was opened recently in the city of Montreal. A grant from the Quebec provincial government allowed establishment of this institution, which is part of the Montreal Technical School.

Edward Sullivan, chief instructor of the bookbinding section, reports that 60 students are enrolled at the school at present, and it's expected that this number will be increased to 100 when the next term starts in the fall.

Complete curriculum covers four years, the first being devoted to general training and the remainder to specialization. All instructors speak both French and English and students are given supplementary courses in the two languages in mathematics, estimating, free-hand drawing, paper manufacture, and chemistry for printers and bookbinders. Night classes are open to apprentices and those already engaged in the trade who desire supplementary training. In addition, rehabilitation courses are being given to returned men who lost touch with the trade while in the armed services. Sullivan also discloses that it is intended to add new courses, including lithographic processes, photo-engraving, silk screen and marbling.

The bookbinding department is arranged for the instruction of hand operations in library and commercial binding. For hand work the department is outfitted with an assortment of small tools and machines such as sewing frames, two hand paper cutters, board shears, job backers, standing presses, electrically-heated glue pots, and two leather skiving machines. For manifold work there is one 25 x 38 Brown folding machine, one 21 x 28 Baum folding machine, a No. 4 Smyth sewing machine, one Rosback pony rotary perforator and Rosback slit perforator, Monitor vertical perforator, Monitor multiplex punch, Monitor numbering machine, Monitor wire stitcher, one Rosback Hi-Pro drill, one Diamond power paper cutter, one Potdevin gluing machine. A course in ruling is also included in this department.

BOOKS FOR PRISONERS Sixty pounds of books a year, at the rate of five pounds a month, may be sent to each U. S. prisoner of war or internee held by Germany. Books must be prepared for mailing and sent by the bookseller. Neither friends nor relatives can send books from their own libraries to a prisoner. No political, geographical, or patriotic references on books sent to U. S. prisoners are permitted by the German censorship.

BOOKS ACROSS THE SEA British youngsters recently examined hundreds of hand-made books written, illustrated and bound by American high school students to explain American life to their friends on the other side of the ocean. The books, prepared under the auspices of the New York and London circles of "Books Across the Sea," came from all parts of the U. S. In return, a similar collection of British books will be sent here for exhibition in American schools.

BUY THAT EXTRA WAR BOND TODAY!

TROUBLES SOLVED

At least one bookbinder has solved his labor difficulties for the duration, according to a letter received by B&BP from the West Coast. The way he did it can best be described by the closing sentences of the communication, written by the owner of the small plant. He says:

"We made applications to the War Manpower Commission for a raise in our ceiling of One Man Bookbinder, 'inasmuch as this plant has two men serving their country now,' but this request was refused. So the management saw fit to re-enlist in the U.S.N. and keep the plant closed for the duration, unless we are able to sell out. Otherwise we will resume operations on the day that Hitler and Tojo have a funeral, which we hope is not too far distant."

BOOK NEEDS OF

IT IS A FACT FULLY RECOGnized by everyone with a real knowledge of world politics, that the German people will have to be re-educated if there is to be any hope for permanent peace. The necessity for re-education can be appreciated when you consider that millions of German young people have grown from childhood to maturity under the absolute authority of the Nazi regime. The problem might be compared to that of an adult person suddenly restored to eyesight, after having been blind since childhood. This person is suddenly able to see, but is in no way prepared to interpret or understand what his eyes tell him.

So, when the time comes for the liberation of the German people, when the truth of world politics, economics, and culture is again available to them, large numbers will be totally unprepared to understand it. While there is not the slightest doubt that there are many Germans who are satisfied with the mental torpitude created by Hitler, on the other hand there is an overwhelming majority which has been separated from the truth for over ten years, desperately longing to learn what has really been happening outside that great prison and concentration camp of present-day Germany. They have gone for that length of time without the opportunity of reading a decent book.

necessity for books

BOOKS, OF COURSE, ARE ABSOLUTELY ESSENTIAL in any plan for re-education of the German people. And if books are to be available as soon as Hitler has been overthrown, plans for them must be laid now. The other media of education—radio, newspapers, motion pictures—are comparatively simple to handle, but it takes time to prepare books, which after all, are the foremost cultural weapons.

The day after the fall of Hitler, Nazi newspapers and radio commentators can be replaced. In one day, the complexion of radio and press news can be altered. As for motion pictures, there are many American films synchronized in German, already in use in Switzerland. Hollywood is prepared to make available, on demand, pictures synchronized in every European language.

Where books are concerned, it is different. American publishing houses normally allow three months for the complete manufacture of a book, from manuscript to bound volume. However, this period is based on the condition that the manuscript is at hand, the paper in stock, the printer ready for copy and instructions, the bindery staffed and machined for work, distribution and retail outlets well prepared—the whole apparatus in efficient order. We can hardly imagine what the situation will be in Germany after the chaos of the Nazi "Gotterdamerung" breaks out. For months the whole production apparatus will be out of order. It may safely be estimated to take, not three months, but a year or even more, before German book production will be under way.

It seems obvious to me, from my experience in Germany, both before and during the first two years of the Hitler regime, and my subsequent work in Switzerland, and since 1940 in this country, that the books for Germany during the period after the war is won, will have to be prepared, and, to a large extent, manufactured outside that country. I believe that the United States ought to have a hand in it. Mass production of books is essential, and the United States is better equipped than any other country in the world to accomplish it.

To Americans, good books and magazines, printed and bound well, and sold at low prices, are as much taken for granted as bathtubs, telephones and popular-priced cars. In Germany, even before Hitler, there was no such thing as mass production of books as it is known in this country. A successful edition ran perhaps 2-3,000 copies, and a best-seller, 10,000. The price of books was never brought within reach of the great masses of population.

graphic arts in Germany

GERMANY, IN YEARS PAST, has contributed much to the graphic arts. As everyone knows, book printing received its early impetus from the work of Gutenberg and other pioneers there. The high standards of German book design are well known. German chemists were among the first to develop printing inks to a high quality. Others were among the first to produce natural finish book cloth. All these things, added to a reputation built up by German technicians, have led many people to assume that developments in the graphic arts in Germany have equalled those in the United States. That is not true in the sense of adapting graphic arts developments to the assembly line technique.

Fine books were printed and bound in Germany, but they were for the few, not the many. Even the paperbound books, which were circulated so widely in France and other European countries, received only limited manufacture in Germany. The popular-priced paperbound Ullstein titles consisted of light reading, comparable in appeal to the English and American mystery novels. Reclam published a series of literature classics, including English translations such as Shakespeare, in what would correspond here to twenty-five cent paperbound books. But there was no mass circulation of contemporary volumes—biographies, serious novels, or books of fact and information—in Germany. There was nothing to compare with the accomplishments of American book and machinery manufacturers, who, by their ingenuity and skill have made it possible for the advances of graphic arts science to be brought to bear so that millions of people rather than thousands, may benefit.

most bookbinding done by hand

UP UNTIL 1929 or 1930, most of the operations of bookbinding in Germany, were done by hand. There were

This article is the second in a new series being published by B&BP in an endeavor to clarify the position of book manufacturing and other phases of the graphic arts industries in relation to world-wide problems growing out of the war. Because postwar foreign trade is such an important question mark in industrial planning, B&BP has enlisted the cooperation of well qualified authorities to present a comprehensive, informative analysis of past, present, and probable future conditions in various world centers. The editors believe these studies should provide a source of valuable information to everyone in the industry, whether binder, printer, publisher, or equipment and supply manufacturer, as an aid in planning for business opportunities, particularly those of postwar.

POSTWAR GERMANY

by Walther Victor

machine sewers, but very little machine folding, gathering, gluing or stamping. Just about the time that machine book production was really getting a start, along came Hitler, and everything stopped. Most manufacturing facilities were turned to war industrialization. The Hitler propaganda machine concentrated its work over the radio, and with newspapers and pamphlets. As a result, during the decade just past when the graphic arts industries were making such strides in the United States with new inventions, developments and improvements, nothing of the kind was happening in Germany. When I came to this country four years ago, the handsomely-produced books and magazines selling at low prices were as much of a thrill to me as the skyscrapers. And they seemed to typify the American spirit as much as, if not more than, the tall buildings.

The restoration of book culture to the German people is an almost limitless field. As you know, a few weeks after Hitler came to power, all book stores, public libraries, and even private collections were "cleaned up," in the sense of Nazi politics. I shall never forget May 10, 1933, Goebbels' famous burning of the books, which included my own. In the years that followed, the Nazis succeeded in completely eradicating most of the classics of German literature. Not only all the works of Jewish authors, but every book written in a democratic spirit, every story that revealed humanity with a sense of freedom and equality, disappeared from the bookshelves.

A completely new literature sprang up. Today, except for religious literature, and a few deathless classics like Goethe and Schiller, there is nothing but the horrible "Blut and Boden" (blood and earth) literature of the Nazis, preaching hatred and the superiority of the "Herrenrasse."

new books to replace nazi literature

If, when the war is won, all this Nazi literature is to be junked—and what other solution is there—other literature must be ready to take its place. There is a real hunger for truth in Germany, and it will become ravenous once the walls of machine guns and Gestapo terror have fallen. Even if we disregarded the welfare of those who will be freed by Hitler's defeat, and acted only in accordance with our own interests, the desired action would be the same—to breach as quickly as possible the gap which will be created by the destruction of the Nazi literature. The book store windows will be empty, but no miracle will produce the next morning a new literature for 120 million German-reading people—unless it be the planned miracle of American book production.

That is why the time to consider the problem is now. I do not pretend ability to supply all the answers. I merely wish to present as my considered belief—and some of the reasons behind it—the fact that books for postwar Germany constitute a problem which should be solved chiefly in this country. There are many European authors, among them numerous Germans, living in exile here. There are numerous publishers here whose names were well known on the other side before Hitler came to power. Many of these authors and publishers have spent most of their lives in the German publishing world. Many of the larger American publishing houses did quite a business with German firms, buying and selling translations, etc. Team up all these publishing elements with the unequalled facilities for manufacture here, and you have a great potential scope for doing the job.

difficulties to be overcome

I realize fully the many difficulties lying in the path of book production for export. The paper shortage can be expected to remain with us for the duration, at least. Publishers and manufacturers are having their troubles at present supplying the domestic market, let alone a foreign one. Machinery manufacture has been converted to war purposes, and cannot be reconverted overnight.

All these things are important considerations which have to be borne in mind, but in themselves point up the necessity for immediate planning and discussion. My purpose in this article is to call attention to the facts, and the need for their serious, immediate consideration. Perhaps a committee could be set up, composed of representatives of different branches of publishing and the mechanical divisions of the graphic arts, which could work in cooperation with the Office of War Information and the U. S. Department of State. I understand such a committee already is functioning in England, to engage in planning for the production of books for postwar Germany.

books a win-the-peace weapon

Books are a win-the-peace weapon, just as much as food, democratic political methods, or the liberation of oppressed peoples. In this country, A. E. Giegengack has stated that an immense volume of printed material will be necessary in advance of actual reconversion to peacetime production, in order to prepare the markets for postwar buying. Books and other printed material will have to come first in many instances in the reconstruction of Europe, for a different reason—that is, in order to spread understanding among those who have been without it so long that they are unprepared to help solve their own problems. This is a fact that is recognized among Allied statesmen. If the objective is to be brought to realization, it is necessary for some advance planning to be done among those upon whom will fall the responsibility of actually producing the books.

I have confidence that the problems involved—large as they are—can be solved successfully by American publishing and production abilities and facilities. And I shall be happy if my suggestions, as here set down, can contribute in some small way to the avoidance of that old mistake—doing too little, too late.

Walther Victor was prominently active in publishing in Germany, Switzerland and Austria for many years before the advent of Hitler put a stop to his career in Europe. His last position was with the German publishing firm of Rudolph Mosse, where he was one of the managing editors, and during four years in Switzerland he published a score of volumes under the imprint of Verbano Publishers, Locarno. He is also the author of a number of biographies. He came to the United States in 1940, by the same rescue action which brought Thomas Mann, Franz Werfel and Lion Feuchtwanger. At present he is production manager in the manufacturing department of the publishing firm of Alfred A. Knopf, Inc., N.Y.C.

Trade binder builds employee "staying power"

Detroit firm wins old workers back, attracts new ones by clever program

MANY AND VARIED—AND, in not a few cases, unique—have been the methods employed by distraught bindery owners to attract workers to their shops. Even in zones in which binderies have been declared essential plants it has been a task for the most resourceful and patient of men to secure—and keep—adequate help. Bonuses for employees bringing in new workers, want-ad advertising, personal appeals, and no doubt, in some cases, buttonholing on street corners, have been some of the methods tried, and, in many instances, found wanting. But William F. Sage, general manager of the Commercial Bindery, Inc., Detroit, has developed a technique which he declares has brought better results than all the help-wanted advertising he has ever placed, and commends to other pamphlet bindery owners.

Sage's plan is based both upon interesting former employees and upon securing the cooperation of new ones, especially those who have never previously worked in a bindery and are somewhat taken aback by the work and the somewhat strange trade language.

The first step in his program was to dig out of the files, or any other available source, such as the phone book, city directory, etc., the addresses of all former employees, particularly those known or supposed to have left the bookbinding industry, either to enter another type of employment or to retire. Sage was realist enough to anticipate that the address might no longer be correct, but also to take advantage of the fact that the letter might attract the attention of an inexperienced worker.

a personal appeal

THE LETTER was simply addressed, therefore, "To whom it may concern," and was multigraphed on Sage's personal letterhead. It read as follows:

"This is a personal appeal to all who at one time or another were Commercial Bindery-crafters. You may not have worked at the trade since you left Commercial—or you may have retired—but nevertheless I ask you *now* to consider our great need for workers and return to the old shop to do what you can to help us carry on.

"Uncle Sam declares we are an essential plant and has filled our plant with work for the Army, Air Corps, Navy, Ordnance and Government Agencies—such work as Instruction Manuals, Text Books, Parts Lists—things your soldier boys need to help *them* win this war. During the last quarter of 1943 our plant devoted 86% of its capacity to work for the Army (according to rigid rules of Government classification, etc.), and another 10% to the production of morale-creating literature and detail-organizing forms for manufacturers of war material and government departments. Only the small remaining capacity—4%— was devoted to work not connected with war effort and which therefore would be considered commercial or for civilian use.

"Even your spare time can be used—a few hours a day—a few days a week—*all* the time you have available will be a patriotic contribution to your country's need.

"Won't you take time to write to me personally about your situation? I am sure we can arrange employment for you that will be convenient—and profitable, too. It will be good to hear from you—better still to see you back in the old department where you are so urgently needed. Of course, we want to comply with all the War Manpower Commission requirements, so if you have already taken your place in another bindery, *stick to it*—but I will be interested in hearing from you just the same. If you have a friend or acquaintance (with or without experience) who might fit in our organization, will you not tell them about us and ask them to investigate the possibilities of employment here? We can use men and women, boys and girls, as apprentices, helpers and workers."

Sage baits the hook

SINCE, IN ANGLING, there is invariably a hook, so must there be bait. The foregoing letter might be termed as Sage's hook and from it dangled what can easily be seen was an attractive piece of bait.

For, accompanying that letter, was a printed enclosure cleverly designed to show the advantages of employment at C.B.I. (Commercial Bindery, Inc.). On one side of the sheet was a photograph of the modern plant building, with a corner of the reserved parking space for Commercial employees showing—the sign visible in the picture proved the point, certain to be of interest in crowded Detroit, with its overloaded transportation system.

Beneath the illustration was a map of the zone in which the bindery is located, listing the streetcar and bus lines nearest the plant, and the number of blocks from the latter to the nearest boarding stations, which are shown in detail. The legend points out that there are 12 car and 15 bus lines, all within an average of 7 blocks from the plant, and none more than 12.

reasons why

ON THE REVERSE SIDE are listed the following advantages: free hospitalization via a paid-up contract; life insurance for about 60c per month, with no physical examination required; vacations with pay after one year's employ; rest periods, with free coffee in the morning period.

Wages and hours were covered as follows: 48 hour week including half-day Saturday, with overtime, amounting to 52 hours pay for 48 of work. (At that time, the plant was working 1¼ shifts per day, but has since been stepped up to two.) The schedule of wages for employees was given as follows: male: journeymen, $1.25 per hour; key men, $1.40, and apprentices starting at 55c. For women: journeywomen, 65c; No. 1 key women, 75c, No. 2, 70c, and apprentices beginning at 50c. Employees were encouraged to develop special skills, thus consequent upgrading on wages.

Assistance on transportation problems is offered by

the Plant Transportation Advisory Committee on gasoline and tire rationing, and the company also volunteered to cooperate with committees of employees on other problems.

The ease of transportation to the plant was singled out for special emphasis by a paragraph on share-and-swap-ride groups formed among the employees and a reference to the map on the other side of the enclosure.

keeping 'em on the job

BUT CATCHING THE FISH is only the first step. Once an employee has been signed up, you must be able to interest him enough to keep him, especially if he or she is utterly strange to the industry. For that reason, Sage prepared a warm and friendly message to all new employees, but especially aimed at complete strangers, which devoted itself to re-assuring them that they would soon catch on to the work and overcome the handicaps of feeling strange among their fellow-workers, being unaccustomed to the trade terms, and growing fatigued quickly.

To overcome the first, the letter introduced the superintendent and his assistant, William F. Arends and Walter A. Decker, as well as the forelady in charge of table work, Wilma Quint, and her assistants, Nellie Wood, Winnie Hunkin, and Della Boegler; the letter continued to point out the responsibilities of each of these individuals, yet stress the fact each was on the lookout to be of assistance in explaining the work or discovering special talents.

The message continued its policy of introduction with Hugh Cullen, in charge of shipping and receiving, H. C. Sage, in charge of the building and equipment, Doris LaValle, in charge of the office, and lastly, manager Sage himself.

To dispose of the problem of such terms unintelligible to the layman as "bulk, over sheets, tipping," etc., Sage's letter encouraged puzzled employees to ask old timers or to drop a note in the question box on the timekeeper's desk.

Passing on to fatigue, Sage urged employees to really *rest* during the special rest periods, and to avoid physical exertion or reading, instead of giving the periods up to complete relaxation. He explained that while at first the routine time and quality requirements would seem difficult to meet, consistent effort would soon overcome this obstacle. In the event of persistent fatigue, the employees were advised to consult the foremen.

But Sage's letters are not idle gestures. They are backed up by performance on the part of employees, foremen, and executives alike. As a result, Commercial employees have demonstrated a considerably improved average of "staying power"!

Deadpan Allen, the binder's son

by Herb Stoeckel,
Research Director, B&BP

To many in the nation's vast radio audience Fred Allen is just about tops. They like his sophisticated brand of humor. Allen's B&BP admirers will be interested to learn that the comedian traces his meteoric rise to fame to bookbinding. Fact.

"There wasn't any too much money in our family," Allen (who is really one of the Boston Sullivans) told a B&BP scribe during a rehearsal gap at the CBS Studio Bldg., N.Y.C. "My father, James Henry Sullivan, learned the bookbinding trade at the McNamee Bindery over in Cambridge. He later worked at the Barnard Co., Boston. While I was still very young, he was employed in the Boston Public Library bindery. I had to work my way through Boston's High School of Commerce, and my father got me my first job as a runner in the library at 20c an hour. Hours, 6 to 10 p. m."

John F. Sullivan, known today as Fred Allen, hence heard plenty of bookbinding shop at home during the knickerbocker stage. Moreover, all the four Sullivan brothers were bookbinders; his three uncles being employed at The Riverside Press in Cambridge. Between them they had over a hundred years experience in the craft. On visit to his father's relatives, all of whom lived near the press, Fred learned how a big book plant functions, and he often peeped behind the scenes at Houghton-Mifflinland. He remembers various girls in the neighborhood who went to work in the Cambridge book plants.

"Maybe I just missed bookbinding, book manufacturing or book publishing by a narrow margin of circumstance," he reminisced. Both his mother and father died before he was graduated from high school in 1911. At the Boston Public Library's famous main branch at Copley Square, Allen acquired a liberal education from his experience in the stacks and later as junior librarian in the children's department.

The important thing is that Allen in his five years there eagerly read just about every book on comedy or humor in the library's voluminous collection. Subconsciously, he was preparing for a trouper's career. At school he delighted his fellow-students and teachers with his witty and unconventional talks, based on his early and original researches into comic sources—forerunners of the inimitable Allen delivery of today.

"Most of us weren't going to college; our parents couldn't afford it," Allen observed. "To be made to get up on one's feet and talk on one's chosen subject was virtually part of the curriculum. It was to give us self-confidence. I generally chose humorous subjects. This was an invaluable experience for me."

Allen's debut as an entertainer was his monologue and single juggling act (he had picked up some juggling tricks) at a show given by the home talent of the Boston Public Library employees. Then came amateur nights, vaudeville, Broadway, radio . . . the rest is show business history. Allen's interest in books, especially comic books, has remained unsatisfied. He owns an unusual collection of 4,000 comic books, including, of course, an original Joe Miller. "No comedian could get along without that," Fred observed.

D-DAY ON NORMANDY BEACHHEADS

Thousands of our boys died for us in the first few days of the invasion in Normandy. Unknown thousands more are soon to die. As it was on the beachheads of Normandy, at Saipan, Salerno and Tarawa, and in battles on all seven fronts of this global war, American soldiers charged a barbarous foe, in jungles and behind concrete hilltop gun emplacements, without complaint, without faltering. They have gone down into the valley of the shadow of death looking God in the eyes, because they know the eternal justice of the cause for which they fight. They have made the supreme sacrifice for their country and their loved ones at home.

As Lincoln would have said, these dead sons, husbands, fathers and brothers of ours have nobly given up their lives so that all the world may "have a new birth of freedom, and that government of the people, by the people, and for the people, shall not perish from the earth."

INTERLAKEN MILLS
Fiskeville, Rhode Island

BACK THE INVASION . . . BUY WAR BONI

Bookvertising

BUSINESS BUILDERS FOR CREATIVE PRINTERS AND BINDERS

TESTIMONIAL The birth of Franklin Lodge, B'nai Brith, N.Y.C., was literally wrapped in history, for it was formally established on December 7, 1941—the day of infamy—and largely owes its initiation to an effort to combat regional intolerance. What it has since done in the cause of victory, and national unity is "on the record," but too extensive to be related here.

With such a background to commemorate, what could be more fitting than a case-bound souvenir journal in honor of the Lodge's first president, as a permanent memorial to him and to members who died to keep America free. That is how "Fighters for Democracy" was created. Its text comprises a collection of fighting messages from advertisers, and numerous timely and stirring addresses, new stories, etc.

"Fighters for Democracy" (112pp, 9" x 12"): *designer,* George Hornby, *printers* (offset) Acweltone Corp., and Lutz & Sheinkman, N.Y.C.; *binder,* F. M. Charlton Co., N.Y.C.; *stock,* Warren's Old Style natural wove; *cloth,* Bancroft's natural finish, sand; *stamping,* imitation gold roll leaf in panel stamped in blue pigment leaf; *type,* Lino. Bodoni.

RICHES FOR RICH'S Rich, if not lavish, is an appropriate term to apply to the luxurious sales presentation prepared by the Darby Printing Co., Atlanta, for Rich's Inc., the biggest department store of that city. While it is a little difficult to reconcile such a generous format with a paper shortage, yet it is in keeping with the name of the sponsor, and in its defense, one may point to many a sister piece from all parts of the nation.

The book's purpose is to sell the suppliers of Rich's, industrial and banking circles, as well as the governors of the Southeastern states, upon the postwar future of the Southland in general and Rich's and Atlanta in particular. Three die-cut pages, one of the several southern capitals, the other apparently of Atlanta skylines, high-spotted by foreground sketches of an old Southern home and what is evidently Rich's postwar building, complete to sundeck and helicopter landing field, stand out against three cloud effect spreads in green, thus opening a series of pages of graphic factual presentations. The postwar department-store theme is featured in color on the front cover and again in black on the concluding page. The book was conceived and sold by C. W. McNelley, Darby salesman. Eight thousand copies were distributed throughout the south and the balance of the nation.

"Of Tomorrow" (34 pp., 12¾" sq.): *designers,* C. W. McNelley, Mrs. Carrie Rowland, J. W. Williams, Mrs. Elinor Barnes; *printer,* Darby Ptg. Co., Atlanta; *binder,* (Plastic) National Library Bindery Co., Atlanta; *stock,* 65 lb., white sulphite cover; *cover,* 70lb. Cumberland white Lustro Gloss laminated on board; *type,* Lino. Stymie Condensed.

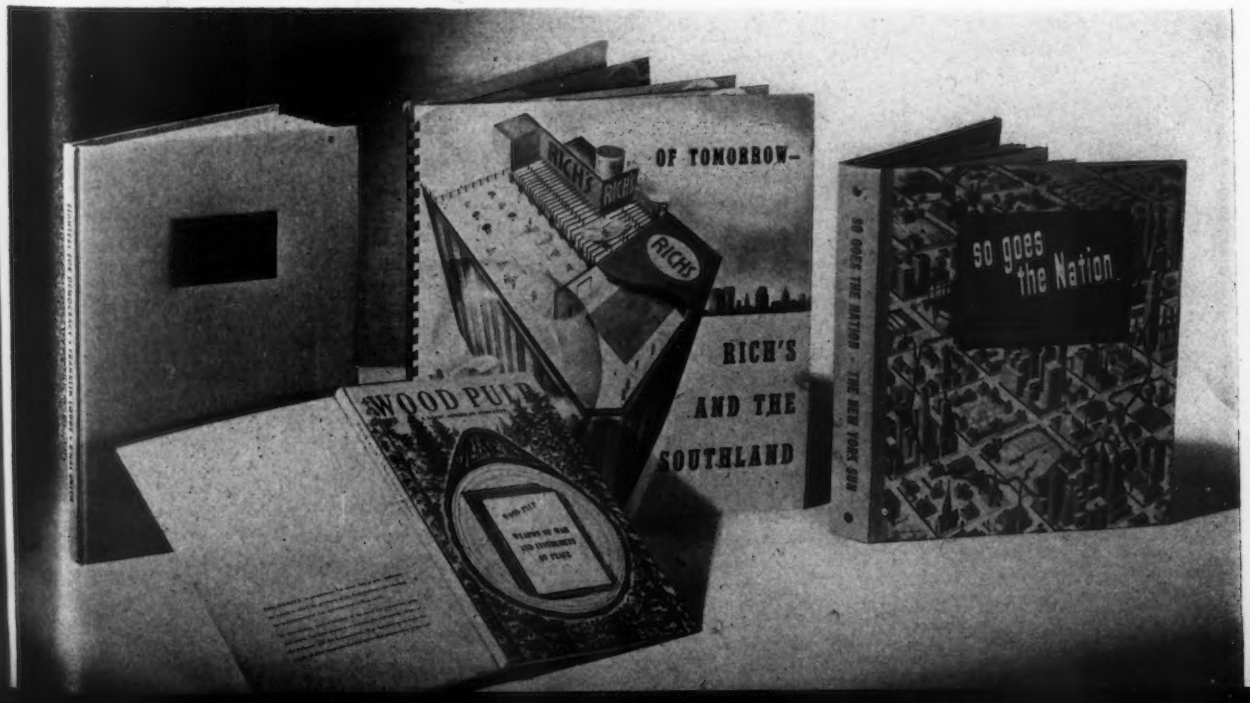
BASIC INDUSTRY Commonplaces are too easily accepted, and while we all admit that the printed word is impossible without the use of paper made from wood pulp, it comes as a surprise to read that the Pulp and Paper Industry is the sixth largest in America, that it serves an imposing array of industries, and that it supplies the basic raw material for a host of fiber-base products. Some of these informative bits are supplied in "Wood Pulp—A Basic American Industry." Produced by the U. S. Pulp Producers Assn. in order to indicate the extent to which the products of the pulp industry are meeting the requirements of war and essential civilian needs, the book "describes in simple, non-technical language the complicated processes by which a part of our vast forest heritage is converted into products to serve the nation—in other words, what wood pulp is, and how and where it is made." 5,000 paper bound, 10,000 paper over board.

"Wood Pulp" (36pp., 7" x 10"): *manufacturer:* William E. Rudge's Sons; board bound edition Smyth sewed with pasted fly leaves front and back by Russell-Rutter; *paper stock:* 70lb. Manifold Coated, Oxford Paper Co.; *end paper, paper cover, and paper over board:* 50 and 65lb. White Hammermill Cover; *type:* 12, 18, 48pt. Lino. Bodoni.

DATA SERVICE One of the most novel uses for loose-leaf in bookvertising was recently inaugurated by the daily New York Sun as a war-born service for business men. A well-constructed loose-leaf binding containing capsule reports of articles from newspapers, magazines, trade publications and government bulletins was sent to some 1,000 retail and industrial leaders, and various libraries and schools. The contents are divided into such sections as Postwar Planning, Markets, Manufacturing, Retailing, Straws in the Wind, etc.

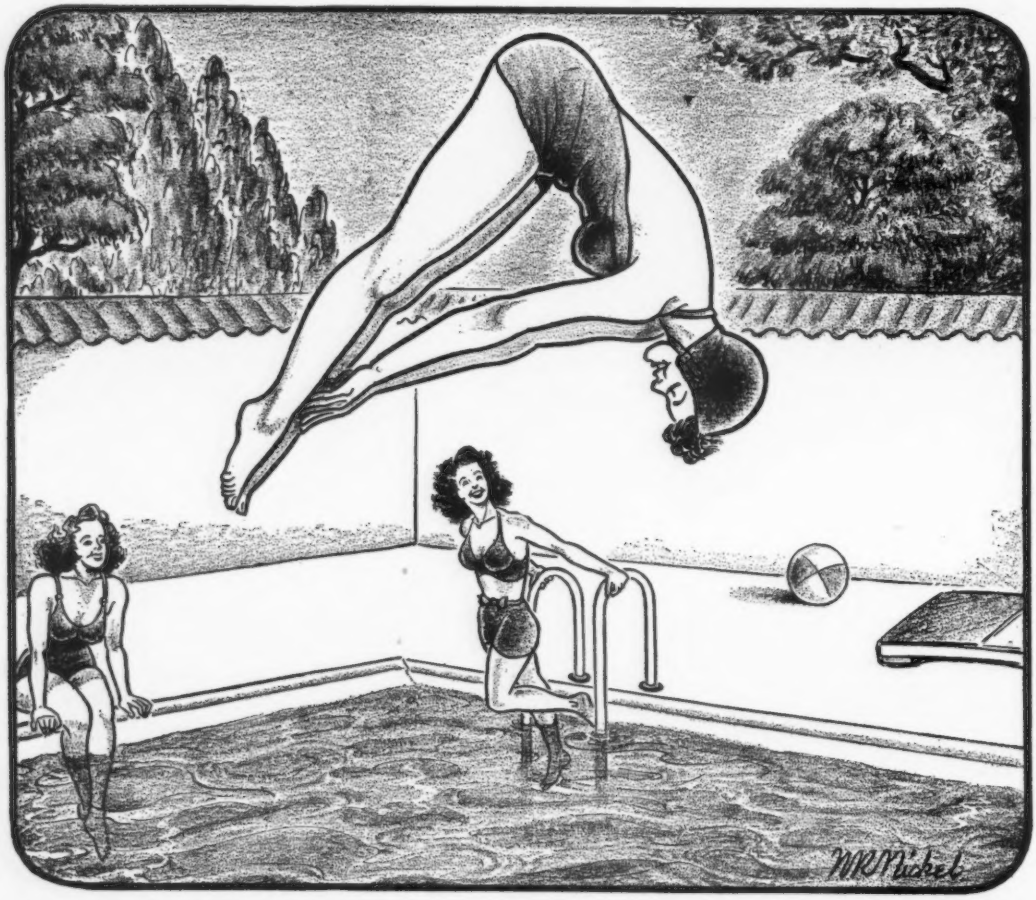
Monthly bulletins and pages, keyed for convenient insertion, are sent each month to the possessor of the book so that he may insert them and thus keep the collection of data timely. A new index is provided to replace the previous one. A valuable compendium of useful economic information is thus always on hand and up to date in book form. Its very existence, with the name of the sponsor on covers and last page, promotes considerable goodwill and prestige. This is a most excellent example of a useful service combined with promotional advertising in book form, one of BV's best fields.

"So Goes the Nation," (8½" x 11" 16 pp.+): *binders:* The Federbush Co.; *printers:* Georgian Press and James Gray; *die cutting:* Pioneer Mounting & Finishing Co.; *paper stock:* Merriam Paper Co. and F. Whiting Co.



Little Lessons from the Field of Sports

July . . . DIVING: Brought to the fore during Summer, Diving takes its deserved place among modern Sports. No records indicate the origin of fancy diving, but all indications point toward the fact that it is almost the "newest" of popular sports;—practically a Twentieth Century contribution.



So far as the manufacture of Books are concerned, one of the outstanding achievements in binding during the Nineteenth Century is the development of Binders Board. For over a hundred years Fandango Binders Board has enjoyed a prestige for its true-to-standard Binders Board, tough, durable and *dense*, to provide *better* bindings.

FANDANGO MILLS

MILLBURN, NEW JERSEY

Fandango BINDERS BOARD

"Makers of Quality Binders Board for More Than 100 Years!"

Postwar textbooks for ex-G. I.'s

(Continued from page 19)

turn to the classrooms in colleges alone, at a cost of $1,000,000,000.

U. S. Office of Education figures for 1940 indicate an approximate attendance at schools (colleges included) in the age group from 18 to 24 years, of 2,410,322. Males of those ages attending school numbered 1,236,668. Assuming that 75% of this figure are now in the services and plan to continue their education, it is easy to approximate the college officials' estimate, which undoubtedly takes into consideration registration from the women's military units. Since that time, another two year's graduates have been added to the rolls, which would tend to amplify the figure still more.

how many books needed

TRANSLATE—or rather, multiply,—this enrollment by the number of textbooks each student will require and toss in additional figures for workbooks, pamphlets, booklets, notebooks, etc., needed, to provide educational material for these vastly enlarged registrations. The answer runs into millions. Some will argue that the colleges already have the books which ordinarily would be used by these students in peacetime, but the fact is that the material must be new, and designed for fast, efficient training, to enable students to take their places in industry and commerce as soon as possible. Actually, many ex-servicemen will be engaged in part-time or other limited study, and thus will be in even greater need of new material, up to date and competent.

It is noteworthy that in many instances the course of education must be compressed into much shorter periods than the normal, which is based partly on the fact that the students will be extremely anxious to get into business as working citizens, and partly on the speedup type of training given in the various service programs in use. No young man or woman who entered the service at 18 or 20, and has spent three or more years in service, is going to be interested in spending as many more years in study, to emerge at 25 or 27, armed only with a diploma and education enough to commence looking for a beginner's niche.

publisher's report

B&BP, BELIEVING in the not too far distant revolutionary effects of this bill, queried leading textbook publishers as to their estimate of its importance, and also, as to its effect on book production and design.

Opinion is almost unanimous that the bill's passage means a substantial increase in enrollment in the country's educational institutions. There is, naturally a cleavage in opinion upon what type of books will evolve and what the effects upon design and manufacture will be. But the comments agree on the belief that there will be a chain of problems attendant upon any such book boom.

Some questions for publishers to think about are offered by George H. H. Lamb, editor, Pitman Pub. Corp., N.Y.C. He asks: "Will educational curricula change as much as the pioneering educational spirits hope? Will returned servicemen be given carte blanche or will they be tested and 'placed' vocationally in trade schools, colleges, institutes, rather than liberal arts colleges or universities as we know them?"

"Indications," Lamb continues, "seem to point toward more compact books. And there may well be increased visualization and supplementary aids. This may bring about a chain of production problems that will call for alert and sympathetic cooperation between editorial and production staffs.

"The numerous improvements hinted at in the production field should be of tremendous help in realizing and expanding the vast stratum of hitherto non-readers uncovered by the various war training programs. But it seems that books for this group will be collateral rather than basic, textually; hence, price will be a big factor and here is where realistic and economical production methods can help the whole publishing industry compete for postwar dollars."

greater use of manuals

DANA H. FERRIN, D. Appleton-Century, N.Y.C., points out that "there will be undoubtedly an early postwar period of experimentation during which new methods of instruction and ideas of format of books will be tried out. It is quite probable that one result of the experience obtained in wartime instruction of men in the armed forces will be a more extensive use of manuals, including workbooks, booklets, and leaflets than ever before.

"It goes without saying," he continues, "that it will be a period when book manufacturers and publishers can well watch their steps since it will be just as important not to gamble unduly on new types of publications and methods of manufacture as to keep in gear with changing methods and ideas. In the long run . . . there is every probability that although book manufacture will be of a somewhat different nature, it will not be radically different from what it was before the war."

James M. Reid, editor, textbook department of Harcourt, Brace & Co., N.Y.C., clinches the argument in behalf of a boom in new titles with this pertinent comment:

"In most fields new materials will be needed, not just old material brought superficially up to date."

Reid points out that while the majority of interest will be in technical and vocational subjects, the liberal arts works will have their day, too, since many will prefer a liberal education, and in many instances, many occupations are best prepared for with that type of study.

summation

SUMMING UP for the industry in general, and for the entire picture, Reid's words are significant:

"College textbook publishing is in for a big expansion, provided the industry meets its increased responsibilities with new and forward-looking books."

Already, there are indications that point to the extent of the boom—to use a word too often associated with inflationary developments. Several newspapers have been polling servicemen on the streets asking them their opinion of the bill and inquiring that they proposed to do after the war. A majority of these men reported that they planned to continue their education where they left off, many of them in technical schools, etc. If this tentative study serves any purpose, or is in any way indicative of the feeling of the great mass of service people, then there is little doubt of what's in store for the industry.

An added feature of the program is the furnishing of vocational guidance and information upon the need for skilled personnel in the various crafts, trades, and professions. Linking this service with the educational assistance afforded by the bill assures the servicemen that their time will not be wasted, and that the end purpose of the books they have studied, to help them get better jobs, will not be defeated by lack of knowledge of the situation in the field which they have chosen.

When it's RECONVERSION TIME...

. . . there will be many new materials, methods and machines for packaging and converting,

. . . pre-war standards of production speed, product protection and package distinction will go into the discard,

. . . new and improved stocks, coatings and containers will evolve from wartime developments,

. . . and adhesives of yesteryear will likely fall short of your needs.

Then, just as now, National will have the answers to your packaging and converting problems.

PLANNING FOR POST-WAR?

Do not overlook adhesives . . . so important as to tie up your entire plant . . . yet so trivial as to frequently escape listing as a production cost. Discuss your plans *now* with our adhesive engineers.

Today . . . the Bookbinding Adhesive of Tomorrow!

"FLEX-BACK", for gluing-off by hand or machine, increases production speed upwards of 1200%! Gives permanent flexibility and added strength. Eliminates swell. Recommended for McCain Stitcher, Brackett Stripper, hand lining-up, and casing-in flexible covers. If you have not tried "FLEX-BACK", act post-haste—not post-war!

Other products of merit by the makers of "FLEX-BACK":

FLEXIBLE GLUES
LIQUID EXTENDERS
CASING-IN PASTES
CASE MAKING GLUES
CASE SEALING GLUES

National ADHESIVES

DIVISION OF NATIONAL STARCH PRODUCTS INC.

MAIN OFFICE: 270 MADISON AVENUE, NEW YORK 16 • Chicago • Philadelphia • Boston • San Francisco • and all Principal Cities

Touring the Supply Field with Steck

A half century old this year, *The Champion Paper and Fibre Co.*, Hamilton, Ohio, extends a large bow of credit for its successful history to the American system that made it possible. Initiative and energy in developing opportunities afforded by the "American way," highlight the company's career.

In 1894, founder Peter G. Thomson, after having incorporated The Champion Coated Paper Company a year earlier, built a small coating mill, bought paper stock, and began operation in Hamilton, with twenty-five people employed on four coaters and three calender stacks. Additions to the original coating mill were made in 1896 and 1899, and in 1897, Champion bought a mill to make its own raw stock. Following a fire in 1901, a complete new coating mill was constructed and put into operation in 1902.

So successful was this business that by 1905 plans were under way to build a pulp mill. For raw supplies, Champion turned to the virgin forests of the South, where they began operations in 1908, and originated methods of converting southern pine into strong white pulp.

In 1913, much of the Hamilton mill was destroyed by fire and flood. Bigger, better buildings and equipment resulted from this catastrophe, and all such modern facilities helped Champion in the development of new and better methods and products. In 1921, the Canton, North Carolina, Division, began the production of book paper; but even the great Hamilton and Canton mills could not handle the volume of demand, so in 1935 Champion moved on to the woodlands of Texas for additional pulpwood, and for other essential materials. Today the Houston Division produces pulp, as well as making coated printing papers.

In 1935, the name of the company was changed to The Champion Paper and Fibre Company. From one small coating mill with twenty-five employees, Champion in fifty years has grown into the world's largest producer of fine printing papers, a self-contained paper manufacturer employing 6,000 people and capable of turning out two million pounds daily.

Leiman Bros., Inc., 147-74 Christie Street, Newark, N. J., has placed on the market a new double cylinder rotary air pump, described as combining the advantages of two separate single-cylinder machines, while retaining the compact construction of the single pump. Both cylinders may be used for pressure or vacuum, or one may be used for pressure and the other for vacuum. The new pumps are made in several sizes, and are said to be remarkably efficient in operation—cool, and quiet running. The firm will provide free information on request.

Rufus W. Clark, chairman of the board of *Eaton-Clark Company*, Detroit 7, Michigan, was honored at a dinner on June 2, to mark the 45th anniversary of his service with the company. During those 45 years, Clark, who started as a chemist, has made many friends in the chemical and dyestuff fields throughout the United States and Canada, and is still actively engaged in furthering the interests of those industries.

The party, given at the Detroit Yacht Club, was attended by employees from the Detroit and Windsor, Ontario, plants as well as some from the Toronto office. Richard C. Hedke, vice-president and general manager of the company, made the principal address. Mrs. B. T. Hunter, credit manager, acted as general chairman. A gift suitably engraved to commemorate the occasion was presented to Clark. Greetings were received from Major Berrien C. Eaton, C. W. S., U. S. Army, president of the company, now stationed in Washington, D. C., and from the representatives of the company located in various sections of the country.

The *Boutwell-Foster Company, Inc.*, manufacturers of "Cebite" plastic moulding material and "Cebotype" plastic printing plates, has announced an expansion of its facilities at the Birmingham, Alabama plant. Due to the great demand for the mineral plastic printing plates, the Alexandria, Virginia and Birmingham plants, have been pressed to meet the volume requirements of U. S. Government orders. The success of these plates has been outstanding in their application to war needs and the interest being shown by the nation's printers has made the expansion imperative, the company reports.

The company began its research and development more than seven years ago and by virtue of patents issued in 1939 to Clarence E. Boutwell, vice-president and Director of Research, the first "Cebotype" printing plates were produced.

The present plates represent the only successful commercial application of cellulose acetate plastic, Boutwell-Foster says, to the printing plate field. Many of the difficulties ordinarily encountered in the use of plastic plates have been overcome by the incorporation of large percentages of metallic salts as fillers. The plates are thus truly mineral plastic plates. It is claimed that "Cebotypes" have many desirable qualities such as: absolute minimum of distortion, toughness not possible in other synthetic materials, unlimited accuracy of reproduction, and unusually long press life.

It is estimated that within the next few months capacity will be sufficient to begin the release of some plates to private industry. A very complete booklet, printed entirely from "Cebotypes," showing examples of every type of application of the plates is now available. It also will carry complete information concerning their properties and uses.

The business of the *J. C. Niner Co.*, Baltimore printing machinery and supply house, will remain in the hands of its original employees, Beth Lee Buchanan and George M. Downs, who in 1927, helped Niner organize the firm, following a decision in the Maryland Court of Appeals upholding the decree of the Circuit Court of that city. Niner died intestate last winter.

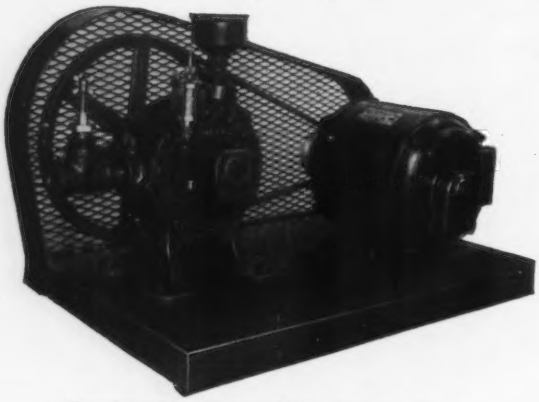
Dexter Folder Co. has issued two parts catalogs to aid users of their machines. One is Repair Parts Book No. 1, listing standard parts carried in stock for Dexter knife and tape folders. The other is Repair Parts Book No. 2, listing Dexter pile press feeder parts. These may be obtained on request from the company's headquarters, Pearl River, N. Y., or from local branches. In preparation for future distribution by the same company are parts books for Cross continuous feeders and Cleveland folders.

Latest news from the Tauber-Tube front, *Tauber-Tube Binding*, 200 Hudson St., N.Y.C.:

A fashion show in a bindery! In this plastic age, anything can happen. Mrs. Matilda Roberts of the Tauber's Bookbindery office staff saw some spools of fine gauge extruded plastic in the bindery's laboratory, and bought several spools for home consumption. She had a gleam of inspiration.

Several days later she showed up at the office with a cute toque that even the Duchess of Windsor would envy. Aside from using a bit of veil and some colorful flowers for embellishment, she had crocheted the entire hat from the plastic material. Lillian Tuckman of the Tauber-Tube Division got excited and is now sporting a saucy sailor model of the same material. Only her chapeau is decorated with vari-colored Tauber Multi-Rings!

Rudolph Tauber, the bindery's head man, is wondering if



Complete Motor Driven Units. Separate Pumps.
Combination Vacuum and Pressure Pumps.

Lifting and Carrying Sheets by Vacuum

For Feeding Paper Sheets, Card Board, Fibre Sheets, Metal Sheets. In fact, lifting, carrying, and feeding can be greatly improved on any kind of machine by using

LEIMAN BROS. • ROTARY • POSITIVE

VACUUM PUMPS

which also furnish a blast of air for blowing. One machine used for both purposes at the same time or alternating

THE STANDARD VACUUM PUMPS in all industries for many years

•

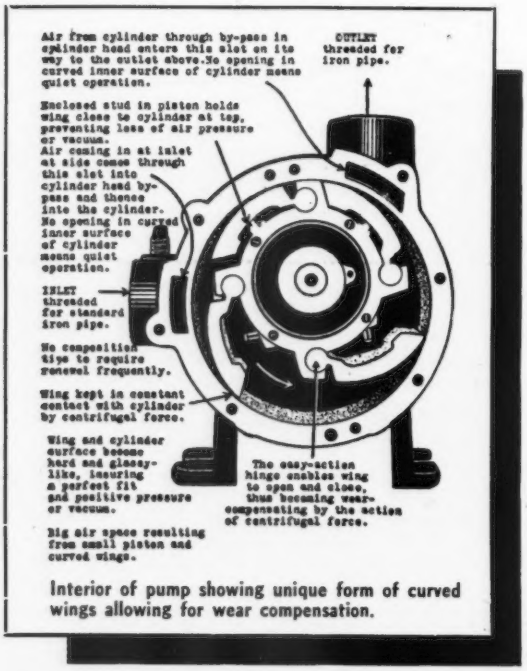
They take up their own wear

•

POWERFUL—NOISELESS EFFICIENT

made in many sizes

Any machine you buy can be fitted with one of these pumps if you ask for it. Most machines are so equipped.



Interior of pump showing unique form of curved wings allowing for wear compensation.

LEIMAN BROS.

172 CHRISTIE ST.
NEWARK, N. J.

perhaps something has been started that may revolutionize millinery styles. SHELDON TAUBER, junior prexy, is also very much interested, commenting: "I daresay Miss Tuckman is the first walking mechanical binding advertisement on record."

HARRY MAXFIELD, now in charge of sales promotion for the company, is considering growing waxed mustachios, donning cutaway and striped trousers and opening up a millinery salon at 200 Hudson St. for out-of-town buyers.

A new padding compound, backed by a satisfaction guarantee, has been put on the market by *Graphic Arts Laboratories*, P. O. Box 345, Hamilton, Ohio. Trade name is "Pades," and it is described as soluble in water, non-inflammable, economical to use, and can be applied easily and quickly by brushing on cold, without use of a cloth. Price list and order blanks on request to the company.

JOSEPH MORNINGSTAR, president of *Paisley Products, Inc.*, has announced the appointment of LAURENT J. LABRIE as technical director of their Chicago and New York City plants. Mr. LaBrie was formerly Chief of Heavy Chemicals Unit, Office of Price Administration, serving from 1942 to 1944.

Under his guidance the synthetic resin adhesives and thermoplastic coating divisions will be expanded and coordinated with the industrial research program of the Paisley starch and dextrine adhesive divisions.

A new type of cold padding cement, containing no rubber whatever, has been developed by the *American Wood Type Mfg. Co.*, 270 Lafayette St., N.Y.C. Distinctive features of this "Super Pad-Tab" cement are, according to R. Mandel, president, flexibility, ease of application and speed in drying. The adhesive may be thinned, and the brush washed out with water.

Bingham Brothers Co., whose main office is at 406 Pearl St., New York 7, N. Y., announces several important changes in personnel. ANDREW (Andy) MACQUEEN, who for a number of years has been a sales representative in Bingham's Philadelphia branch and more recently connected with the New York City sales department, has been promoted to manager of the Rochester branch.

ROBERT (Bob) HARMON, who has been associated with the Rochester branch's sales department, has been transferred to the Philadelphia branch. Both are roller and adhesives experts. The transfers were effective July 1.

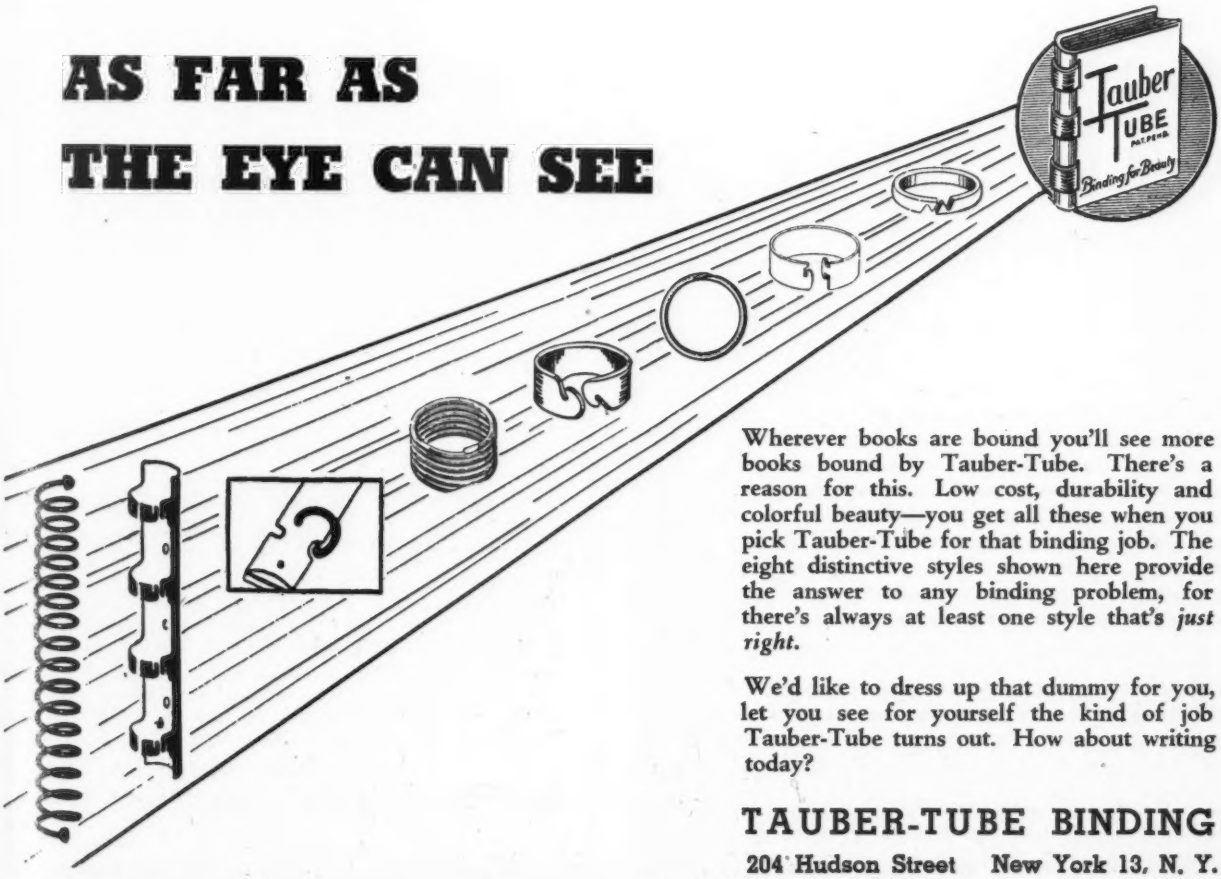
Russell Ernest Baum celebrated the Fourth of July by transferring to new and larger quarters for their Chicago office. Beginning July 1, they were installed in two floors at 123 South Jefferson Street.

American Type Founders has prepared a booklet with separate chart form pages, to help binders who are also printers, to make up a working outline of future business. It is titled "Plan Now for Tomorrow's Printing." In the interests of conservation, ATF asks that only those bindery establishments which do their own commercial printing, request copies, which can be obtained by writing to American Type Founders Sales Corporation, 200 Elmora Ave., Elizabeth, N. J.

Early in the year HERMAN LODERHOSE, owner of the *United Paste & Glue Co.*, manufacturer of the Bestick line of bookbinding adhesives, told us he was moving his plant from 38 Renwick St., N.Y.C., its home for many years, to Nos. 40-42, a hop, skip and jump next door. He estimated he would be in the new home by June 1. But the moving job proved a bigger proposition than he had originally visioned, and it was only the other day that the giant trek was finally completed. It's the biggest expansion move in the company's history.

United Paste & Glue Co. is now located in a modern building of heavy concrete and fineproof construction whose eight floors and basement space total 27,000 sq. ft. A refrigerating unit also has been installed to facilitate the faster packing of flexible glue.

AS FAR AS THE EYE CAN SEE



Wherever books are bound you'll see more books bound by Tauber-Tube. There's a reason for this. Low cost, durability and colorful beauty—you get all these when you pick Tauber-Tube for that binding job. The eight distinctive styles shown here provide the answer to any binding problem, for there's always at least one style that's *just right.*

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A working plan for

THE MOST OUTSTANDING problem in pamphlet binding is prices. There are comparatively few production problems, aside from the present scarcity of bindery help. When a bindery quotes or charges prices lower than the accepted price list for the area in which it functions, lower rent, lower wages or lower working conditions undeniably are directly responsible.

Obviously, a national price list or guide is out of the question. Let's compare Boston and New York City for instance. In New York, especially in Manhattan, the rents are likely to be higher than in Boston and the runs in N.Y.C. are longer. Briefly, the two cities do not compete with each other and the Boston pamphlet binder is not primarily concerned—perhaps except from professional curiosity—with differences in prices. Neither is the Boston binder concerned with the prices which obtain in Chicago, Detroit, Cleveland or San Francisco. But he is bound to be interested vitally in the prices in his immediate area—Boston—and likewise in Massachusetts, neighboring states; in fact, all New England. When such prices are slightly below the accepted guide or price list, a reasonable percentage can be explained by lower rent or lower wages. But when the drop is abnormally low, the only explanation may be traced to abnormal conditions. Someone is selling pamphlet binding service way out of line.

For that reason I have come to the conclusion, based on many years of experience, that if the pamphlet bind-

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30 Warren Avenue Portland, Maine

price control in pamphlet binding

by H. B. Waters
President, Boston Mailing Co., Boston

ing industry is ever to be conducted nationally on an efficient basis, it should be divided into areas. And areas established like the Federal Reserve System, based as they are upon economic factors, as well as geographical position, would seem to suggest themselves. While the proposed set-up might seem radical to some, I believe it would work. And while it might operate under Federal Government sanction, it should essentially be an undertaking managed and controlled by the pamphlet binding industry itself in each area.

Boston plan works

WE HAVE ONE PRACTICAL experience to guide up in proving that regional plans can work. For 30 years, Boston pamphlet binders have subscribed to the service of the Credit Clearance Bureau of New England, presided over by Miss Eileen Kenny. By determining the credit status of printers through the Bureau, losses to binders have been insignificantly low compared to what they were a quarter of a century ago.

The Bureau includes among its membership, paper houses, engravers, manufacturers of printers rollers, graphic arts machinery repair houses, and binders. The paper houses form the chief nucleus of the membership. This is an important fact, because the printer's first concern is to pay the paper house as promptly as he is able, while the binder, who performs the final operation, is among the last on the list. If a printer is laggard in paying his paper bill, we have a good idea of what's going to happen way down the line to the binder.

A monthly report is issued to Bureau members, informing them when a printer is 90 days overdue on one or more of his accounts. In this way, a signal is flashed to the binder. The report states that the printer owes so many members, although their exact identity is not divulged. Before it is too late, therefore, the binder has a chance to decide if the printer can be carried a little longer, or whether it is necessary to have a friendly, confidential talk with him, to determine how he is going to pay his binding bill. Very often some arrangement can be made to liquidate the account. At any rate, the printer's credit status is clarified before it is too late.

Now, if this sort of regional plan can be operated successfully on credit supervision, I don't see why it can't be taken over into the price field. If all the binders in each area were to get together and set up fair standard listings, with some flexibility to provide for local conditions, agree to abide by them, and then provide a check on the actual pricing of jobs, we'd go a long way toward stabilizing our industry. I admit that in many ways such a plan is more difficult to put into operation than the credit arrangement. For one thing, Government sanction to the various divisional price lists would have to be obtained—quite a job in itself. But if the industry believes the objective is worth shooting for, means can be found to solve the problems involved.

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This machine rules in both directions on one side of the sheet with one feeding through the machine. Speed is variable at the turn of a wrist from the slowest of 5 reams an hour to a maximum of 18 reams if the pattern and paper permits. Made in three sizes:

#1 SRL rules sheets up to 24 x 24 inches.
#2 SRL rules sheets up to 28 x 28 inches.
#4 SRL rules sheets up to 36 x 36 inches.

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GOLDSTIK does not need a high heat to obtain the proper stick.
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Pre-production checklist

LAST MONTH IT WAS POINTED out how careful analysis of labor force and its utilization, in a series of questions for study, could be employed to better production. Those inanimate workers in your plant, the machines which your employees operate, likewise play an important part in your plant's operating efficiency and in your price control. They contribute an important part of overhead, the all too often convenient dumping ground for unanticipated expenses. Is your overhead computed fairly, both to yourself and to your customers? Here again is a series of questions to apply to your plant, modeled upon those prepared by the Peacetime Planning Committee of the National Association of Manufacturers, against which manufacturing overhead in every type of plant should be checked, whether edition, loose-leaf, or pamphlet, in which machinery is extensively in use.

★ ★ ★ *Can our methods of production scheduling be readily adapted to a peacetime program?* Will you be able to get used once more to one shift instead of two or three—7 hours daily instead of 8, 9, 10 and more?

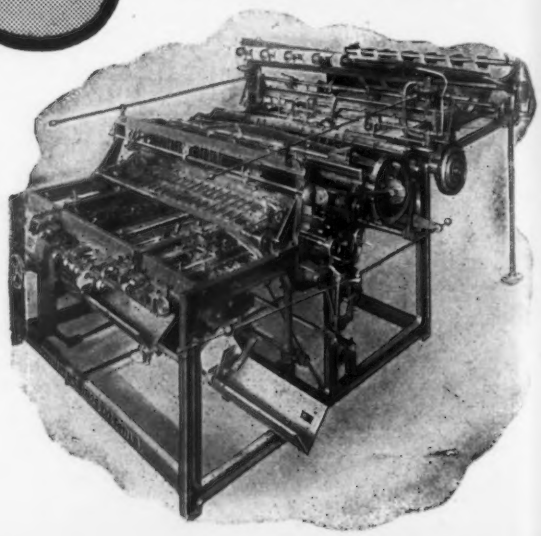
YES ☐ NO ☐

★ ★ ★ *Are we taking full advantage of new developments in machines, or watching out for opportunities to improve production by replacement with newer models, etc.?* It is doubtful if there will be many new type machines, other than new copies of

3 SIZES *with feeders*

56 inch, 62 inch, 74 inch

QUADRUPLE FOLDERS



CHAMBERS BROTHERS COMPANY

Fifty-second Street at Media Philadelphia, Pa.

for better postwar planning

Check tools, power, and shift set-up for peacetime program

models prevalent in 1941, but undoubtedly many of the latter can be useful in improving efficiency. Have you taken steps to procure such equipment, or better used machinery now or in the hazy future? **YES** ☐ **NO** ☐

★ ★ ★ *Does our system provide for proper accounting for breakage and down time on machines due to accidents?* Do you unreasonably charge customers for such time when the break may be due simply to neglect on your part? **YES** ☐ **NO** ☐

★ ★ ★ *Skilled machinists are understandably scarce. Do our employees have the skill and tools to make minor repairs, before the latter grow to serious proportions?* Does your repair equipment consist of a couple of broken down screwdrivers, a hammer, and a set of cheap wrenches? Do you still have the tools that came with each machine, and are they handy to it, or is it necessary to spend half an hour looking for them? **YES** ☐ **NO** ☐

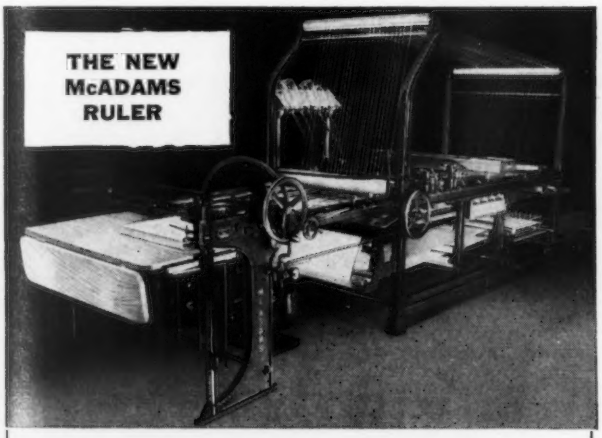
★ ★ ★ *Are we neglecting maintenance and repairs due to the pressure of work, and if so, are suitable reserves being set up so that this will not be charged against overhead on peacetime business?* Most plants admit that they are forced to a point where they "fix only when it busts." Yet it'll pay off if you keep a watchful eye and ear for suspicious sounds, inconsistencies in delivery, impression, fold, etc. **YES** ☐ **NO** ☐

★ ★ ★ *Do we have the right amount of inspection, and in the right places, to catch defective material, work, or serious shortages, before additional costs are wasted?* Are set-off sheets discovered only after the entire job has been stitched, or cased-in books found with missing signatures when such errors might have been caught sooner? **YES** ☐ **NO** ☐

★ ★ ★ *Have we checked our status on power, light, and fuel both for the present and for the future?* Are motors in efficient operating condition, large enough, well lubricated, brushes not worn, armatures in good shape, as well as belts, pulleys, etc.? Do you have sufficient lighting outlets to take care of additional machines, or consolidation of existing ones? How did you get through the winter on your fuel supply? If badly, what can you do to improve the situation before another winter? **YES** ☐ **NO** ☐

★ ★ ★ *Is there an adequate check upon the careless use of general supplies throughout the plant?* Are you watching your glues, pastes, wire, thread, cloth, boards closely to make sure there is no unnecessary wastage? **YES** ☐ **NO** ☐

If you can answer "Yes" to most of these, it can well be said your plant is operating with comparative efficiency. If you find the answer is negative to many of them, better start trouble-shooting.



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Plastics & synthetics

THE FIELDS OF SYNTHETIC resins and plastics have become veritable bonanzas for bookbinding inventors, as one can readily see by glancing at the more promising graphic arts patents granted in recent months. Though present methods of bookbinding have been fundamentally unchanged for the past few decades, basic changes are imminent in view of our amazing technological advances. Who knows but that some idea casually reported in these columns may revolutionize the industry overnight?

Read these summaries carefully. Further details may be obtained by sending 10c each for copies of individual patents to the Commissioner of Patents, Washington.

Patent 2,339,586. *Book Cover and Method of Making the Same.* This invention brings to bookbinding the advantageous characteristics of the many synthetic resinous substances, or "plastics," which are recognized for their superior durability and resistance to water, grease, and acids. The cover is made of laminations of several piles of resin impregnated sheets of paper or other suitable fibrous materials pressed together in the form of a flat panel. Strips of muslin, pre-inserted among the resin sheets, have the greater portion of their width projecting into space, separating the cover sections. These free marginal portions are later used as endpapers for anchoring the contents to the cover.

Patented by Richmond J. Roberts, Dubuque, Iowa, assignor to Farley & Loetscher Mfg. Co., Dubuque, Iowa.

Patent 2,338,911. *Machine for Applying Plastic Bind-*

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hold sway in new patents

New binding and covermaking ideas are patented by inventors

ings. A machine for mechanically holding plastic bindings and uncurling the rings so that the pages to be bound can be placed in position, and then allowing the open rings to spring or curl back into shape through the holes previously punched in the edges of the pages. Patented by C. E. Emmer, assignor to General Binding Corp., Chicago, Ill.

Patent 2,334,589. *Binding Machine.* An invention for the binding of books or stacks of sheets of paper by means of a resilient tubular binder. This machine grips the rings of the binder to uncurl them and then, by a continuous operation, uncurls the fingers, thereby eliminating the operations of inserting a rod through the binder and then ultimately withdrawing the rod. Patented by Isidore Spinner, Chicago, Ill.

Patent 2,336,645. *Paper-Cutting Machine Spacing Mechanism.* A mechanism which can be attached to a number of old and new style cutters and having means for cooperative or independent non-interfering operations relative to the machine mechanism. An improvement in spacing mechanism capable of arrangement to define or determine the cutting positions for a given series of cuts and their repetition. Also arrangeable for cuts quite close together and for trim cuts as well as main cuts. Patented by Mortimer Sendor, N.Y.C.

Patent 2,336,856. *Spiral Bound Book.* The object of this invention is to so bind the book that the pages shall be securely retained in position, that neither end of the binding member be exposed, and that the outer ends of the binding member reinforce or strengthen the binder and book edges. Patented by Albert Freundlich, assignor to Spiral Binding Co., Inc., N.Y.C.

Patent 2,343,119. *Method of Binding Book.* The first step in this new process is the perforation of the sheet along the lines to be followed by the fold. A sinuous perforation is punched to present a rough edge so as to provide a more efficient and relatively greater glue receiving surface and so as to provide a plurality of rough-edge microscopic ears or tabs. Sheets are then folded along the perforations, superposed in order, pressed together, and a suitable coating of flexible glue is applied over the exposed perforated edge and a cover of suitable material such as fabric is applied over the glue-coated edge. Patented by Hyman Zaslawsky, Los Angeles, Calif., assignor of one-half to Philip V. Spinner, Chicago, Ill.

Patent 2,343,120. *Method of Binding Book.* Another approach to the method outlined in the previous patent. A series of aligned tears or tear lines are formed in the signature immediately before the last fold is to be formed, and along the line of the last fold to be formed. A plurality of such signatures may then be stacked together and coated with glue or another suitable adherent. The raw torn edges of the paper act as blotters to absorb the glue, with the result that the pages are secured together along their torn edges with substantially no penetration of the glue into the space between adjacent sheets. Patent ownership same as above.

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Patriotic contests

HERE ARE CONTEST PLANS for the large bookbinding concern wishing to put a little punch and a lot of fun into bond drives, scrap campaigns, and drives against absenteeism in his plant.

Contests at no time need be elaborate to create enthusiasm for and make a game of a campaign. Just use your ingenuity in adapting the old-time "pin the tail on the donkey" game and you'll have your force enthusiastically contesting.

For instance, one adaptation reported is a "Sock Hitler Drive." The company had prepared, on large sheets of paper, Hitler's likeness, one for each department. The Fuehrer's head was surrounded by pin-on-fists. As members of each department bought bonds, the fists were moved closer to Hitler's head. When the department reached 100%, it meant a good old sock for Hitler.

Another company, presenting a scrap campaign, visualized the need for scrap by hanging conspicuously on a wall in the plant a huge drawing showing Hirohito astride his little islands of Japan. The picture was headed, *"He asked for it!"* In the lower right-hand corner was a tabulation showing the number of pounds of scrap needed to make a battleship, a tank, various types of guns, etc.

Pin-ons were guns, submarines, tanks, warships, etc. Each week the amount of scrap turned in was trans-

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to put new zip in bond drives

by Vernon Varney

lated into the number of tanks and other war equipment it will make, and the implements of war were pinned closer to Hirohito and Japan.

This was not, in the usual sense of the word, a contest, but a stimulus to placing the factory high among the industrial concerns of the city that were contributing scrap.

prizes for ideas

Today, when there is acute shortage of critical materials, serious labor shortages, no hope of replacement of many machines, it is good policy for every bookbinding concern to offer standing prizes for the best ideas turned in each week. Ideas may cover time-saving hints, hints on more efficient operations, ideas for new "Victory" designs, etc. For prizes, war stamps and bonds are given.

Another concern reported a successful drive to cut absenteeism which was based on a contest. In each room was hung a large poster with Uncle Sam on the right side, hand outstretched, and Hitler, Mussolini, and Hirohito, grouped on the other side, with their hands outstretched. In the middle was the figure of a workman in slacks, cleverly designed so that it might be either man or woman. Pin-on hands with extension arms were used to be extended toward Uncle Sam, or toward our three enemy leaders.

The room that had 100% worker hours during the week had the hand of its worker clasped in that of Uncle Sam, but every absent worker pulled the right hand away from Uncle Sam, and extended the left hand nearer and nearer to the Notorious Three. Implication was that every absent worker—slowing down production, making necessary fill-in workers who could be turned to other work—was helping the Axis. Each week a war stamp was given to every worker in the room showing the fewest absentees.

Patriotic contests of this nature are not only ex-excellent morale builders, but good victory-promoters as well.

BURGLARY

Summer, they say, is the silly season, which may account for a story currently popular in the trade. It goes like this:

Two bindery superintendents, traveling a suburban train together, were discussing ways, means, and what have you. The name of a mutual acquaintance was brought up.

"I'm sore at him," growled one, "he stole my casemaker."

"Casemaker?" yipped his companion. "Do you mean to say you've actually got a casemaker?"

"No," moaned the other, "but he stole the one I haven't got."

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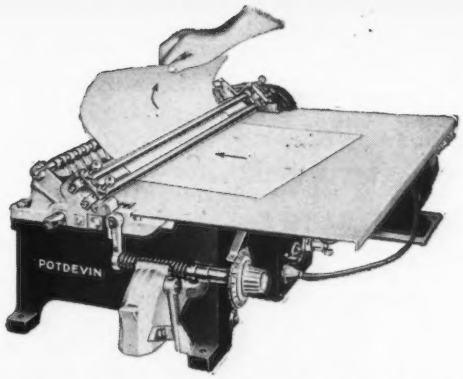

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Los Angeles H. S. has busy bindery classes

WHILE THE NUMBER OF vocational schools which have engaged to teach any degree of practical bookbinding is far from the quantity needed to ensure an adequate supply of even partly-trained workers for any of the main segments of the bookbinding industry, the few that do exist are doing a manful job in filling the need. B&BP has, in several previous issues, reported on the activities of such schools in N.Y.C., Fort Worth, Montreal, and Rochester. To the above honor roll may be added the city of Los Angeles, whose City High School District operates a course in bookbinding at its Manual Arts High School, of which Floyd Roberts Honn is principal, and William H. Reeder, the bookbinding instructor.

The practicality of the course, as reported to B&BP by Mr. Reeder, is evidenced by the equipment and the training supplied the students in the fields of library and pamphlet binding. These two fields are perhaps the most productive of jobs on the West Coast, which is comparatively devoid of any large size edition binding shops.

three classes

THERE ARE THREE MAJOR TYPES of students to be found in the bookbinding classes of the Los Angeles Manual Arts High School. The largest of these consists of those who take bookbinding as a practical art which is required for graduation. That the course has a compelling interest is indicated in Mr. Reeder's note that even though only one term is required of such students, most of them continue the course whenever they have room in their curricular program for an elective course.

The next largest group comprises the printing majors, who take one term each of both library and pamphlet binding, because of their obvious value as follow-up material on their main subject. (It is worthy to note that in Los Angeles at least there may be an influx of printers who are sympathetic to the binders' problems.—Ed).

The third group—and the one involving the most intensive study of the subject—are those students, who having tried bookbinding as an industrial arts subject, have decided that they want to major in it. These are then, undoubtedly, the real hopefuls of the industry in Los Angeles, who may be depended upon to supply the majority of skilled workers to the industry of that city.

These students may practice and study bookbinding for two or three hours a day for as long as three years. During this time, the chief emphasis is based upon a thorough study of library binding, with particular attention to cover stamping with genuine or imitation gold leaf.

Edition binding has its innings, too, when during each term an edition of 2,500 annuals for the school is put through the shop.

emphasis on the machine

WHAT PERHAPS is the greatest boom to distraught operators of pamphlet binding shops, desperate for even semi-skilled help at present, and never too lavishly blessed with it, is the emphasis upon the setting and care of stitchers, perforators, punches, and folders practiced in the pamphlet binding classes.

The equipment of the Manual Arts High School bookbinding shop is quite ample. Furnished by the board of education, it comprises, besides the necessary handtools for hand library binding, the following: hand and power papercutters, job and roller backers, board shears, hand operated stamping machines, stitchers, perforators, Cleveland and Dexter folders, and foot and power punches.

Students are never at a loss for material to work on. They make use of books and magazines from the school library, which, like those in any similar establishment, often need care. A book depository, from which all the school students are supplied with free textbooks, provides still more material. The school's daily paper, and a semi-annual yearbook, furnish additional training material.

The instructional method is simple. The instructor performs demonstrations of each individual operation, after which the students practice the work until they are fully competent.

The placement bureau is a typical feature of a school of this nature. However, so much in demand are trained graduate that most are placed with employers who already have engaged former pupils whose work has been performed most satisfactorily, and consequently turn to the school whenever they need replacements or additional help. It is an excellent testimonial to the efficiency and forethought with which these bookbinding classes are conducted.

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Larry Ledger says...

A bright brain throb aimed at saving paper and time, and increasing efficiency for jobbers catalogs, has been put into practical operation by The Motor and Equipment Wholesalers Assn., Chicago.

Chief kernel of the idea is to standardize format of material furnished to the jobbers by manufacturers, so that salesmen's loose leaf catalogs can be made up simply and easily, and be kept completely up to date at all times. The catalog department of M.E.W.A., managed by W. H. Boney, has made up sample layout pages, with suggested specifications for stock weight, trim size, and type page, which are sent both to the manufacturers and to Assn. members. These sample pages have punch holes indicated to fit either Kalamazoo or 3-Ring binders.

Along with the sample pages go suggestions as to arrangement of material, how to make up pages of miscellaneous items, type sizes in various departments, and hints as to how the catalogs can be planned for quick, efficient use by salesmen. At least three different binders are recommended, so that the main lines carried can be split up into natural divisions—the "fast-moving supplies"; tools and equipment; and reference and repair parts. The division into separate binders makes the catalogs compact, and saves time for the salesmen when calling on customers.

The M.E.W.A. asks all manufacturers to adopt the standardized format, to issue all their catalog material in loose leaf form for easy insertion, and to issue revisions in separate, substitute pages, instead of supplements. Assn. members receive suggestions as to how they can make up their own salesmen's catalogs from the standardized material received from the manufacturers. "Less weight, fewer pages, more material per page and the including only of the type of information necessary to on-the-spot selling," are the means whereby the double objective of conservation and of making the catalog a more efficient selling tool is defined.

The plan, according to Boney, has met with an excellent response. More than 125 manufacturers have co-operated in the standardization formats. In a comparison of the first 70 of the newer issue catalogs with the old ones, a saving was shown of 3047 pages, 19½ lbs. in weight, and 5½ inches in bulk.

— 11 —

The paper situation in record and ledger papers remains extremely tight, with mills striving to fill gigantic government orders and meet the needs of the industry at one and the same time. Purchasers are far from optimistic about the immediate future, either.

There is one bright spot, however, in the picture. That is that the paper available, while deficient on the grounds of color and cleanliness, according to the consumers, has not deteriorated sufficiently in quality to severely affect the pro-

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duction of ruling machines and presses used in its conversion to forms, blankbooks, and loose-leaf fillers.

The necessity of introducing quantities of groundwood pulp in the sulphite papers, and in some instances, in the rag content sheets, has affected the quality of both to some extent, one reported . . .

Ruling inks and supplies, continue to be comparatively unaffected by the shortage bug.

—11—

Aluminum, the first metal used to any extent in this industry to be hit by wartime limitations, has been loosening up to some degree. Quantities were made available last month for the manufacture of screw posts, etc. This month, WPB, apparently anticipating a further supply, issued a bulletin to the industry advising that small quantities of the metal would be released by allocation on special appeals, in which the appellants could substantiate a need for the material for various standard usages. WPB stated that because of the small amount available it was taking this method of allotting the supply rather than revising the entire order L-188, which restricts the use of metals in loose-leaf devices . . .

—11—

The ruling (pardon the pun!) by the WPB that pen ruling does not constitute the application of ink to paper should give rulers an opportunity for a wry grimace. Anyone who has wrestled with the task of getting ruling ink to slip down from the flannel to the pens, spent hours setting pens, strikes, etc., will agree that there ought to be some dispensation for the industry, but the suggestion that ink is not applied to paper in ruling is perhaps a little too much.

But the ruling has its good side, for it removes rulers from the realm of deciding just when paper is "put into process" and certifying to a million different forms—which were probably run on presses!

—11—

Continuous and interleaved carbon forms have been added to the list of items scheduled under War Production Board General Scheduling Order M-293, as amended April 24, in order to assure their availability, it was announced May 25 by Robert D. Ross, chief of WPB's Commercial Printing Section.

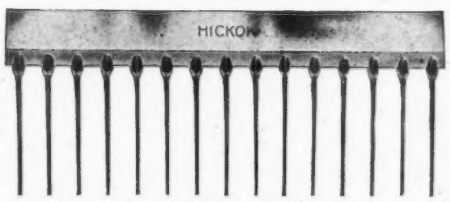
These forms were listed as an "undesignated" item, which meant that no schedule need be filed by manufacturers and printers unless requested by WPB.

When and if any producer of continuous and interleaved carbon forms is requested to submit a production schedule, all orders must be given precedence on that schedule in accordance with instructions that will be supplied by the WPB at the time the schedules are requested, Mr. Ross said.

He explained that this procedure has been established to provide assurance that all Government war agencies and manufacturers producoing essential materials will be able to obtain forms of this type necessary for the efficient continuation of their operations.

Action was taken by issuance of Table 16 to General Scheduling Order M-293.

1844



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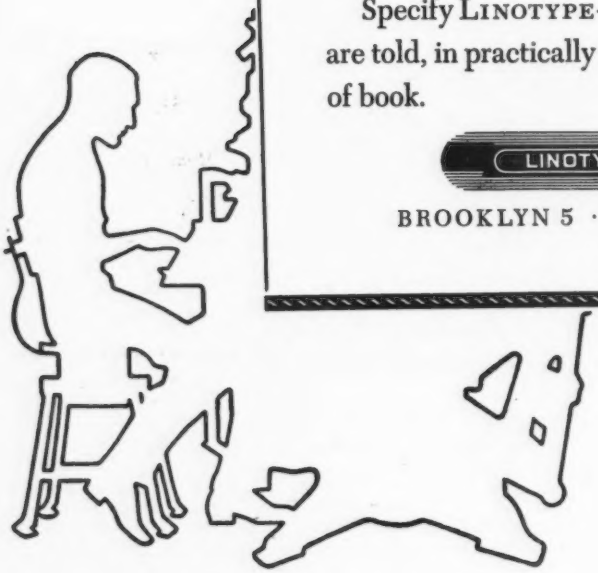


Broken Field Running (*heads*)

by WILL RANSOM

SOMETIMES NECESSARY, usually desirable, and occasionally useless, running heads are primarily an editorial function. Typography can only make them neat, perhaps slightly decorative within very narrow limits, and, to serve the reader's convenience, useful.

Whether or not running heads should preferably, or ever, be omitted is a question that will always be debatable. One opinion maintains, in terms of appearance —or of utility, according to how you interpret it—and in the words of Bernard Newdigate, that "a page without running heads is like a house without windows." Another esthetic preference admires the chaste simplicity of a plain oblong of type, a sort of fatigue uniform without insignia or decorations. Some books permit such treatment, at least as far as the reader is concerned. Yet we must remember that binders, and with good reason, prefer to have each sheet identified. A practical compromise is to run the title up the outside fold along with the section marker.

A typographical variant, which does not affect the editorial value, moves running heads from top of page into the side margin and makes them more ornamental, especially in a second color. But this method, unless it serves a definite purpose, as for dates in a bibliography, hints at the preciosity of 'art printers' and is also rather expensive—to say nothing of narrow wartime margins.

FOR THIS ARTICLE we will agree that running heads are necessary, that they shall remain in top billing, and that some literary forms demand special treatment. We will think less about 'how they look,' assuming neatness and proper relation to the page layout, and more about 'how they are to be used'—and why.

Strangely enough, the simplest and most complex forms are easiest to arrange. Novels follow an established pattern and automatic indexing of dictionaries is equally consistent, with sound reasons for both.

At a guess, there are more continuous narratives, including biographies, histories, and such like, than any other literary form. The conventional arrangement divides them into chapters, each with an identifying caption. Tradition, based on experience and convenience, has formulated a rule that 'everybody knows' but that somebody forgets once in a while: "The book title runs on verso pages and the chapter title on rectos." (We seem to be getting into the pre-school area and while there we might as well add that rectos are righthand pages, the 'right' side of the leaf, and versos lefthand, the 'back' of the leaf. If that is news to only one reader these few lines are not wasted.)

At the other end of the scale is a dictionary or an encyclopedia with many items on a page in two or three or more columns. Again the rule is clear and simple: "At the left end of the running head, or centered over the first column, appears the first entry that *begins* on the page, even if it results in immediate duplication; at the right end is shown the last item that *begins* on the page. The emphasis on "beginning" should be noted; anything that continues from the previous page is simply a runover.

From these practices certain principles can be formulated. In a narrative or any continuous writing on one subject the overall identification stays at the left and divisions keep to the right. When, however, there are many items on a page the running head provides a first-glance indication of what the page contains.

BETWEEN THESE TWO extremes are many textual patterns that are more difficult to organize. Omitting textbooks and technical reference works, with their special problems, there remain some unusual narrative forms, collections of short stories or letters, and anthologies—particularly anthologies. Let's approach them by some intermediate steps.

As long as only one author is involved there is little difficulty. But some writers use a form even

(Please turn to p. 61)

the Bookmaking Parade

Reviewed by **David M. Glixon**

As our parade this month falls conveniently into overlapping groups, we'll drop our usual alphabetical order, and let the little children be the first to pass the reviewing stand. *Happy Days* is not only a reader; it also stimulates and teaches gardening to its 2nd- and 3rd-grade readers. The 3-color line pictures in the text have the same exciting breathless quality as the cover design, and the black-and-white sketches are lively as well as instructive. The colors are exceptionally clean; there is no benday screen to cheapen the effect for the sake of additional tones. The typography is clear, completely simplified, except for 2 lines of Onyx that clash with the Girder caps on an otherwise commendable title page.

Happy Days in the Garden

By Ella H. Ray. 5¾"x7¾". 80c
Publisher: Beckley-Cardy Co.
Composition: Beckley-Cardy Co.
Printer: Blakely-Oswald Ptg. Co.
Binder: John F. Cuneo Co.
Type: Lino. Regal 14/18; 24x36 picas
Stock: Chicago special halftone E.f.
Cloth: Bancroft Arrestox, green
Stamping: buff and blank inks
Cover designer: A Brayton Evits

Considerably more complex is *English One,* printed by "Illustratone" offset with numerous wash drawings and water colors, page-size or smaller. Their best use is the miniature elf, in varied attitudes and facial expressions, accompanying the boxed grammatical rules. The latter, in turn, are an excellent example of how the typography is adapted to the purpose of the book. Indentions and less leading for certain kinds of material, and a pair of thin rules for emphasizing subheads—these are devices which gain clarity without the necessity for distracting boldface. The designer's breadth of scope is seen also in pictures that cross the gutter or extend into the space beyond the trim, and in hand-lettered script chapter titles that add still more to the friendly informality of this candy-coated textbook. The lively cover design comprises a few lines of bold script and some gay stripes that go all around the binding.

English One

By A. J. Stoddard *et al.* 6"x8". $1
Publisher, printer (offset), and binder: American Book Co.
Composition: Norwood Press
Type: Mono. Binney O.S. 12/16; 25x38½
Stock: Warren's special ABC text
Cloth: Bancroft Linen, deep red
Stamping: yellow and blue inks
Designer: Eve Sutton

For older children than the first two books, *Brazil* enjoys the same simplicity as *Happy Days* because it is just a running narrative. But, like *English One,* it is illustrated in water color and wash, though here the art work and reproduction are superior in their bright, sunny colors, clear outlines, and destrained arrangement. Part title pages combine splendid animated maps and tasteful lettering, but the actual typography—Century text and Caslon Bold heads—is disappointingly dull. The end leaves, too—an inadequate drawing printed in blue—and the cover—a trite arrangement of mediocre lettering, though the color scheme is vivid enough—leave much to be desired.

Brazil, Land of Surprises

By Ralph Haefner. 5½"x8⅛". $1.40
Publisher: Lyons & Carnahan
Composition: A. R. Buckingham & Son
Printer (offset): Newman-Rudolph Litho. Co.
Binder: Brock & Rankin
Type: Lino. Century Exp. 12/18; 24x37
Stock: offset
Cloth: Western Shade Parchment Impreglin, Alice blue
Stamping: red and yellow inks
Designers: format, Marie C. Cuddy; cover, Martha E. Miller

A novel for older girls, *Deerwander Farm,* closes the children's section of the Parade. The band now plays some 1915 music to accompany the binding and the ad plates in the back; the latter just haven't been reset in 30 years, and the former was designed to appeal to matrons with fond memories of the Glad books. Fortunately their influence rapidly wanes, and we find that the text typography is excellent. The pleasant tone of each block of Janson is capped by a Janson s.c. running head over an open wavy rule. The chapter pages are headed by uncredited drawings in Rockwell Kent style, over the spelled-out italic numeral and the title in Janson. One great fault in days of rationed paper is the excessive margins; the Modern Library format would amply accommodate these type pages.

Deerwander Farm

By Agnes B. Dustin. 5¼"x7⅞". $2.50
Publisher: L. C. Page & Co.
Manufacturer: Colonial Press
Type: Lino. Janson 12/15; 20x31
Stock: Saybrook text
Cloth: Columbia Minerva, B. A. pattern
Stamping: Brighten imit. gold roll leaf
Designer: Mae V. LeBert

Our first adult book brings us the best piece of design in the Parade. *The Music Curriculum* is a pedagogical work of 49,500 words and 170 pp. For its special charms—its brilliant use of floral borders and Deepdene caps—we refer you to our reproductions. There you will note the block arrangement of the title page, the adaptation of it for the spacious chapter page (though here the designer has been betrayed into giving the number more importance than the title), and the delightful variation of it for the cover design (though to us the color scheme appears insipid). The Baskerville text pages, broken occasionally by c.&s.c. subtitles, are all they should be: invitingly and quietly readable.

The Music Curriculum in a Changing World

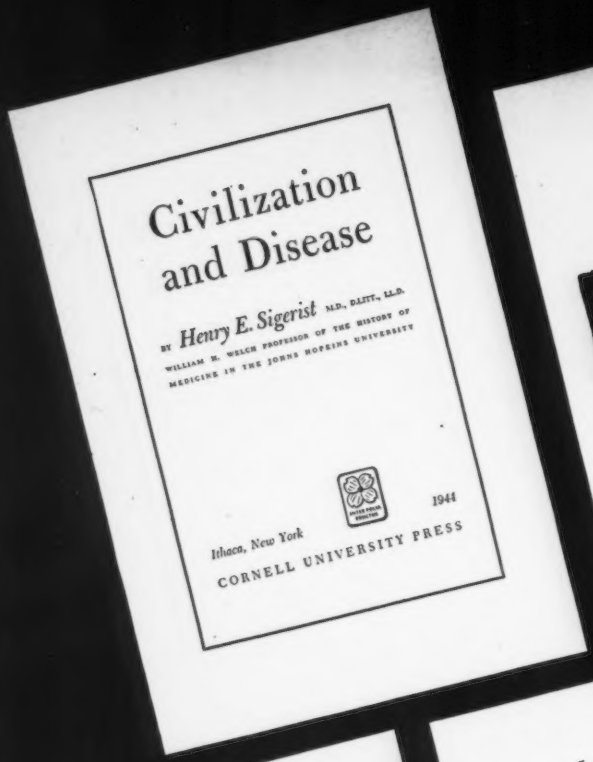
By Lilla Belle Pitts. 5⅜"x8". $2.20
Publisher: Silver Burdett Co.
Composition: Norwood Press
Printer & binder: H. Wolff
Inserts: Affiliated Lithographers, Inc.
Type: Mono. Baskerville 11/13; 23x34
Stock: Publishers' eggshell
Cloth: Du Pont PX, sky blue, solid smooth
Stamping: orange-buff ink
Designer: Frederick D. Becker

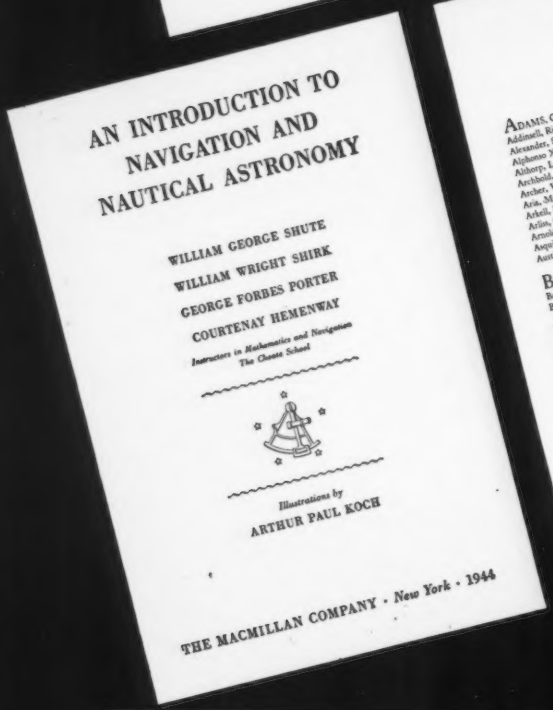
A more conventional, hence more typical technical book is *Navigation and Nautical Astronomy* (100,000 words, 470 pp.), executed in normal textbook style. That means it suffers from boldface side-

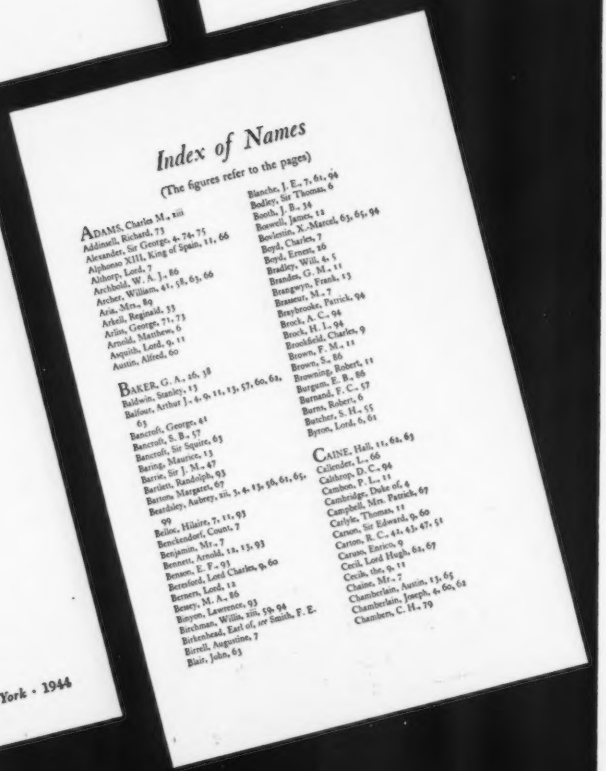
An Introduction to Navigation and Nautical Astronomy

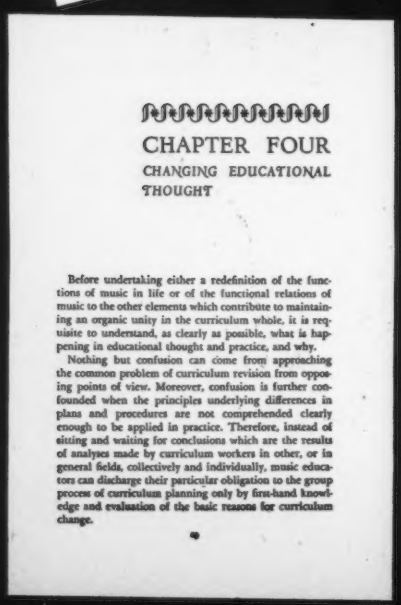
By W. G. Shute *et al.* 5⅝"x8⅜". $4.50
Publisher: The Macmillan Co.
Manufacturer: Norwood Press
Type: Mono. Modern 11/13; 27x42½
Stock: Tyler text m.f.; natural
Cloth: Carpenter Lacrtex, deep blue, linen
Stamping: Dejonge imit. gold leaf
Cover designer: Arthur Paul Koch

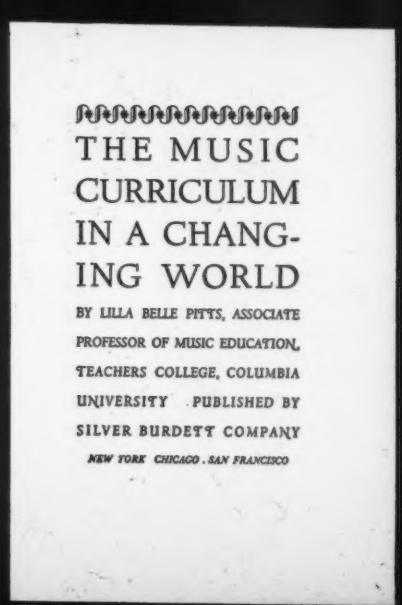
Brazil
Land of Surprises
Sigerist
Civilization and Disease
Cornell
HAPPY DAYS in the GARDEN
A PRACTICAL COURSE IN HOROLOGY
An Introduction to NAVIGATION and NAUTICAL ASTRONOMY
AN INTRODUCTION TO NAVIGATION & NAUTICAL ASTRONOMY
English One
PITTS
The Music Curriculum in a Changing World
THE MUSIC CURRICULUM IN A CHANGING WORLD
LILLA BELLE PITTS











"Civilization and Disease"
Set at Vail-Ballou Press Title: 48pt. ATF Bulmer; a 24pt. Bulmer italics, 10 and Caledonia s.c.; imprint: Caledonia.

"Happy Days in the Garden"
Set at Cuneo Press in 14/18 Lino. Regal

"Introduction to Navigation"
Set at Norwood Press in Bodoni 375. Title: 24pt.; au 12, 10, and 6pt.; imprint: 1

"Sir Max Beerbohm" (right)
Set at Merrymount Press. Heading: 28pt. Conner O.S. initials, 14pt. original fo Caslon Titling; text, Mono. C

"The Music Curriculum in a Changing World"
Set at Norwood Press. Chapter 24pt. Mono. Deepdene; ch title: 14pt.; Title: 42pt.; a and imprint, 14pt. italics.

heads, narrow-leaded exercises and examples, and runaround linecuts. The latter are so numerous that—together with the mathematical equations—they formed a major hazard in planning this format. That the result is as orderly and lucid as it is, proves that a great amount of expert care was lavished on the production. Then there are the added attractions of the spruce Bodoni title page and Lydian cover, both engagingly decorated by a sextant within a constellation.

Our third technical work, *Horology* (watchmaking), shows how difficult it is to design an attractive book when "lowest bid gets the job" and type choice is limited. The result is a very modest,

A Practical Course in Horology

By Harold C. Kelly. 5½"x7⅝". $2.75
Publisher: Manual Arts Press
Composition: Bookwalter - Ball - Greathouse Printing Co.
Printer & binder: W. B. Conkey Co.
Type: Lino. O. S. 10/13; 22x36
Stock: Westvaco Inopiration, eggshell
Cloth: Interlaken Arco, navy, grained
Stamping: imit. gold leaf and blank
Designer: Paul Henry Van Winkle

rather dull, archaic-looking little book. Why the antique running heads? "To give the page a bright appearance," says the designer. Then, to avoid a clash, the boldfaced sideheads should have been eliminated in favor of s.c. or ital., like the centered subtitles. Chapter heads are overloaded: Part and chapter numbers take up 2 lines in a neat box, then comes the b.f. chapter title, and then often a subtitle—and all these are centered, one beneath the other. Reduction of repetitious details and the use of one-side alinement would have substituted variety for complexity. However, the boxed title page is a very neat unit, and the blank rules and sanserif type of the cover give it dignity and style.

How much more finished and professional a book will look when the proper typeface is used and modern simplicity is combined with a good sense of proportion. *Poultry Raising* is another modest semi-technical work but one which, throughout, observes the canons of good taste. C.&s.c. is perfect for subtitles. The sanserif chapter head is made up of a simple numeral over an u.&l.c. title, with a 2½" taper rule above and below—a really bright addition to the admirable Janson type pages. The title page is an awkward combination of Neuland and Goudy, but the cover does it smartly: the title dominates the spine with Neuland cut down to 14pt., and

ABC of Poultry Raising

By J. H. Florea. 5⅜"x8". $2.50
Publisher: Greenberg: Publisher
Printer: Hamilton Ptg. Co.
Illustrations: DePamphilis Press
Binder: American Book-Stratford Press
Type: Lino. Janson 11/12; 23x35
Stock: Warren's #66
Cloth: Special Fabrics' Saylite, sky blue
Stamping: black ink
Designers: format, publisher; cover, May Garelick

the recto is blank save for a half-dozen chickens pecking at the lower right.

The Parade is democratic, it has no room for the aristocracy of "fine editions." Except for a stray limited edi-

Civilization and Disease

By H. E. Sigerist. 6"x9". $3.75
Publisher: Cornell University Press
Manufacturer: Vail-Ballou Press
Type: Lino. Caledonia 11/14; 26x39
Stock: Warren's Old Style wove
Cloth: Bancroft Arrestox, red
Stamping: Peerless imit. gold roll leaf
Designer: Robert Josephy

tion, its best class of bookmaking is that emanating from the university presses, represented this month by 3 northeastern institutions. Of greatest general interest is *Civilization and Disease*—designed, however, not at the university but by a distinguished free lance. Josephy's chief distinction is an ability to create a format which serves as the transparent vehicle of the author's words, making them beckon to the reader and then hold his willing attention. Ornamentation is rare, there is no eccentricity in treatment, there is never any intrusion of the designer's own personality. There is style, but no stylization. These nobly proportioned Caledonia pages are normal in every respect. In the spacious, easy-mannered chapter heads the 14pt. number line is flush left, while both the title (24pt. Bulmer u.&l.c. ital.) and the first line of text (first phrase in caps) are indented 3½ picas. This slight but agreeable patterning is perceptible on the title page; in our reproduction note especially the treatment of the author.

Our next 2 u.p. titles demonstrate excellent solutions to problems common also to the lowly trade publisher. Bibliographical notes on *Sir Max Beerbohm* provide the 25,000-word text of a thin

Sir Max Beerbohm

By A. E. Gallatin. 6"x9¼". $7.50
Publisher: Harvard University Press
Printer & designer: D. B. Updike The Merrymount Press
Binder: Boston Bookbinding Co.
Type: Mono. Caslon O.S. 12/13; 28x44
Stock: T. & H. Flemish Book Antique
Cloth: Winterbottom, navy, smooth
Stamping: genuine gold leaf

8vo in which a good version of Caslon shows itself to be as delicate as Fairfield and as incisive and individual as Caledonia. Titles of books are in unindented lines of 14pt. caps, with double upright rules to indicate the word division of the original title pages. In other sections the titles, still unindented, are either u.&l.c. or c.&s.c. Spacing and margins are sample but not excessive; on the other hand, each section has its own recto title page and recto opening. Surprisingly informal are the section titles in 24pt. u.&l.c. ital., centered. The title is stamped in the same face up the spine and across the top of the front cover—British but smiling, as befits the great wit.

More in the old classical vein of u.p.

THE BOOKMAKING PARADE is a free typographic review service. Its function is to stimulate purposeful design and to encourage high production standards.

All publishers of trade and textbooks are invited to submit recent publications for review. To obtain the specifications blanks which must accompany each entry, write to The Bookmaking Parade, c/o Bookbinding & Book Production, 50 Union Square, New York 3, N. Y.

books is the first publication of Sill's journal of the '60s, *Around the Horn,* in which only Sill's line sketches modify the severity of the Baskerville format. All titles are in rigid caps, and the square angle is accentuated by flush-set journal entries. There is a welcome unbending in the italics of the running heads and journal datelines, the latter in u.&l.c. And one telling line in Old English

Around the Horn

By Edward R. Sill. 6⅛"x9¼". $2
Publisher: Yale University Press
Printer: E. L. Hildreth & Co.
Binder: Van Rees Book Binding Corp.
Type: Lino. Baskerville 12/14; 28x43
Stock: Blue Hill Text antique
Cloth: Holliston Novelex, grey; sides, Dutch Charcoal paper, grey-blue
Designer: Carl P. Rollins

breaks the monotony of the chaste Baskerville title page, set in 12 centered lines, of which several are so short that the setup bears a superficial resemblance to the ship's mast and yards sketched on the frontispiece. On the 3-piece binding, a plain spine label identifies the package.

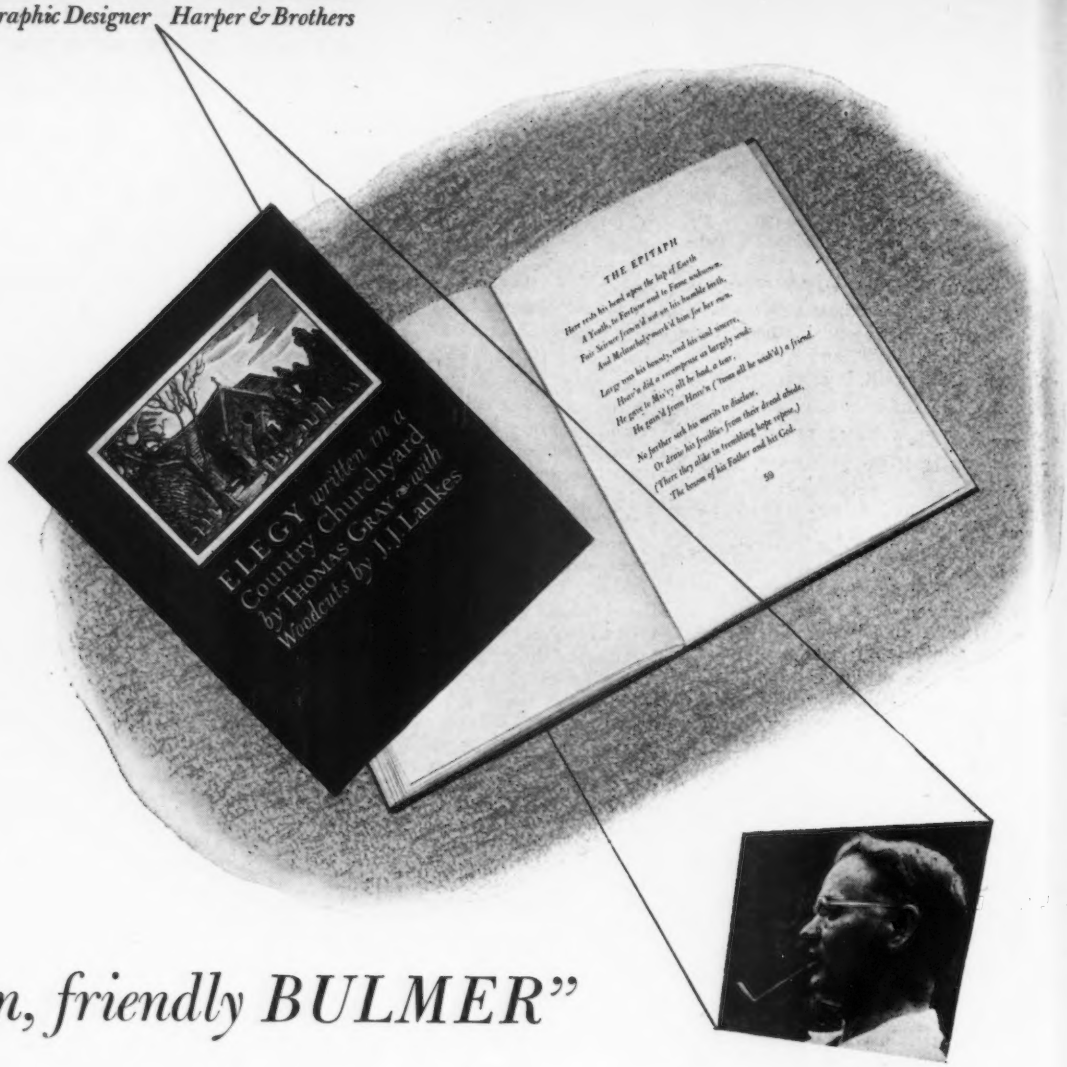
Our last marcher in the Parade is a down-to-earth trade book that doesn't fall into any of the preceding groups. Its text is compact and readable, with sober running heads in 10pt. caps and good margins. It boasts a graceful Garamond title page in box, panels, and floral borders. And the cover color scheme is extended to include top edge and end leaves that match the cloth. If the end leaves were a solid color instead of a meaningless halftone mottle, if the halftone plates were captioned in either sanserifs or a face resembling Caslon,

An American Looks at Australia

By W. G. Harding II. 5¼"x7⅝". $2
Publisher & manufacturer: Review & Herald Publishing Assn.
Type: Lino. Caslon 11/13; 21x36
Stock: Bare's eggshell
Cloth: Terek 12mo vellum, old rose
Stamping: black ink
Designer: Terence K. Martin

and if the chapter heads were either less pretentious or more soundly planned (Goudy doesn't harmonize here, and there is one indention too many), this would be a delightful book indeed.

ARTHUR W. RUSHMORE
Typographic Designer Harper & Brothers



"Warm, friendly BULMER"

THIS exquisite edition of Gray's ELEGY was completely hand-set in Bulmer type by Arthur and Edna Rushmore. Arthur is very clear on why he chose this face. "It's lovely," he says; "so open and readable, with a warmth and friendliness, especially in the italic, that a subject like this demands, and it is in complete sympathy with the woodcuts, in color and texture."

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THIS ADVERTISEMENT IS SET IN ULTRA BODONI AND BULMER

Paper cover textbooks assailed

THE PROPOSAL RECENTLY INTRODUCED IN NEW YORK BY SOME members of the N.Y.C. Board of Education to switch to paperbound textbooks instead of clothbound, has stirred up considerable discussion, both in and out of the book industry. The latest word from the Board to B&BP is that the "matter is under consideration," with nothing as yet definitely decided.

The angle that created most surprise in the trade, was the figure quoted by a Board member, supplied by Maurice Postley, superintendent of school supplies, as to comparative costs of clothbound and paperbound textbooks. These figures seemed to indicate that a book which cost the city $.75 clothbound, could be had for $.16 or $.19 a copy paperbound. This conclusion was drawn by at least one newspaper editorial writer in commenting on the plan.

minor saving seen

ANYONE with any practical knowledge of book manufacturing costs, knows that any such saving is impossible, if the only factor involved is the change in binding. A saving of $.15 a copy is about all that can be expected, if the same book is to be produced, with all other costs equal—printing, publishers overhead and editorial costs, paper, wrapping and distribution. Some manufacturers' figures have placed the saving at considerably less than $.15.

A careful reading of the statement presented to the Board by James Marshall, based on figures secured from Postley, shows that it did not actually say that the "same book" costing $.75 clothbound, could be purchased for less than $.20 paperbound, although the inference was there. What it said was, after quoting the $.75 price: "It is now possible to buy attractive paperbound books with good type at the cost of $.16 a copy for the first 50,000 and $.14 a copy for the next 50,000. Such books would average 320 pages, and would cost a half cent more or less for every 64 pages over or under 320 pages. Other titles can be obtained in an attractive paperbound edition at $.19."

Certain reprints of literature classics in use in the schools as well as standard textbooks in some classifications, quite probably can be purchased in paperbound editions at the prices quoted, although even those figures are questioned by some persons in the industry. In the absence of any further details from the Board of Education, it might be assumed that this is the extent to which the purchasing of paperbound textbooks would go. Any new books, or revised texts, would involve all other publishing and manufacturing costs, and would bring the price up to within 75% or 80% of the cost of the same book clothbound.

are they practical

AND THAT RAISES the question of the practicality of the paperbound books for constant school usage. Durability, the problem of "opening flat," the amount of gutter space and margins, all have to be considered in weighing comparative values. It is the general opinion among manufacturers that paperbound books would not prove as practical for constant usage, and because of more rapid deterioriation, might add up to be more expensive in the long run.

One purpose of the proposal was to provide each school child with a book each term, which he would select to take home and keep permanently. This would be made possible, it was said, by the saving in costs of the paperbound books. Just how "permanent" a paperbound book would be after having been used for a full school term is another question.

The whole proposal, of course, at the present time, is more academic—to risk the use of a pun—than real, because of the difficulty in obtaining paper cover stock. Anyway, not much more can be said about it until the N.Y.C. Board of Education officially acts on the proposal. There is no certainty that it will be adopted for any large measure of purchasing policy.

AIGA re-elects Bailey

George T. Bailey (Photogravure & Color Corp., N.Y.C.) continues as president of the American Institute of Graphic Arts following his recent re-election. Walter Frese (Hastings House) is first vice-president, Arthur W. Rushmore (Harper & Bros.) secretary, and F. Emerson Andrews (treasurer).

The following were elected honorary vice-president: Elmer Adler (Princeton U. P.), Fred Anthoensen (Southworth-Anthoensen Press), Joseph A. Brandt, Mrs. Melbert B. Cary, William T. Couch, Mrs. Purson Emmett, Samuel T. Farquhar (U. of California Press), Col. E. W. Palmer, and Frank M. Sherman (Lanston Monotype).

The annual meeting also was the occasion for the presentation of the AIGA's special medal to Edward Epstean (Walker Engraving Corp.), for outstanding achievement in the graphic arts, represented by his famous collection of books on photography which he not long ago presented to Columbia University. The recipient, in his acceptance, expressed the hope that the Institute would alter its name to the American Academy of Graphic Arts, "academy" being more suitable than "institute."

The Red Cross was the beneficiary of a handsome sum realized from an auction of original prints, etchings, etc., including three progressive layouts of Bruce Rogers', made for the Oxford Lectern Bible.

New loose-leaf textbook format

History came to life in tabloid style recently with the publication by Garden City of "News of the Nation," edited and designed by Sylvan Hoffman, publisher of Shipping Management, and Professor Allan Nevins, Columbia University. A most radical development in textbook style was used since it is not given complete to the student, but may be doled out weekly in signature form. Each four page signature, in tabloid style, format, and appearance, is a complete newspaper which carries the headlines and stories of the historical period being discussed in class. A trade book edition, completely assembled, is also available for the general public. Composition was done by P. M., and the edition was offset by National Process in Reg. 60lb. Napset offset. The plastic binding format is manufactured by Gettler Brothers, using Marvelhide cover stock.

New bookcloth

A new waterproof bookcloth has been produced by the British firm of Thomas Goodall, according to reports in The Bookseller, the British book trade journal. The new cloth, "Almak," said to be waterproof, non-curling, non-fraying, and free from odor. No preparation for printing is required. Specially intended for use by the British services, Goodall's believes the cloth will prove to be ideal material for post-war textbooks.

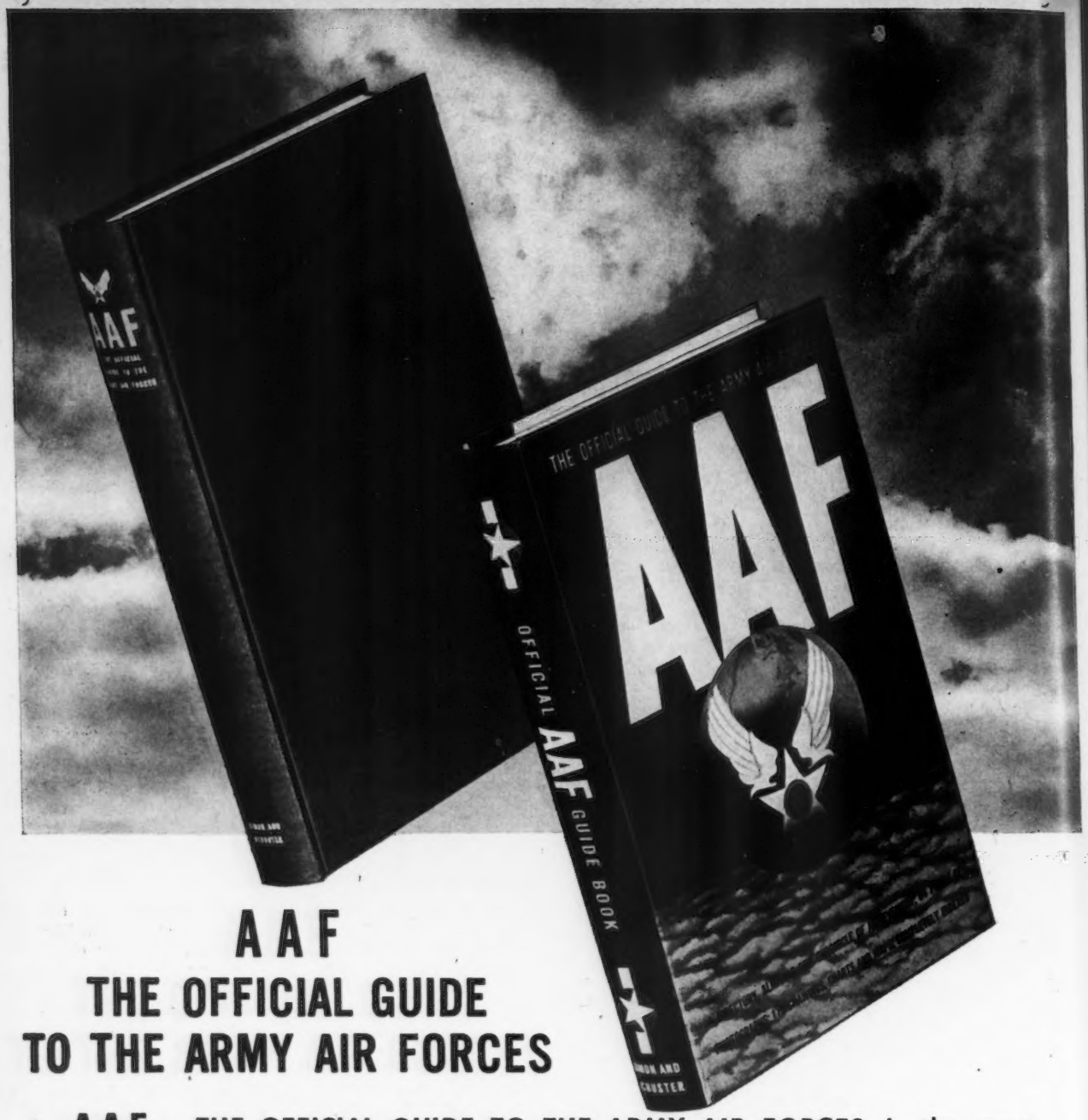
Field notes

W. BRADFORD WILEY, Secretary of *John Wiley & Sons, Inc.*, and a member of its Board of Directors, was recently commissioned a lientenant (j.g.) in the United States Naval Reserve. He is located in Washington and his duties are in the Publications Division of the Bureau of Ships.

From London comes news that the designer of the Penguin books' format, Lieut. Comm. Edward Young, D.S.O., now a submarine commander, has proved his ability at practicing the art of diminution elsewhere. His pigboat was one of three which sent a Japanese destroyer, two supply ships and two smaller vessels to call on Davy Jones. In between torpedoes, perhaps, Young is working on his Penguin book on printing, which he had planned to bring out before the war.

FRANK SPUR, formerly with Benzinger Brothers, Inc., has been appointed General Manager in charge of sales and promotion of *Stephen Daye, Inc.*, the New England publishing house which is now located in N.Y.C. Spur has also been General Manager of Greenberg, publisher; Production Manager of Columbia University Press; and in the manufacturing department of Macmillan Co.

MISS RUTH S. GRANNIS of the Grolier Club has just announced her retirement. McKay, formerly the curator, has taken over the librarianship.



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BACK THE ATTACK- BUY MORE WAR BONDS

Clinical Reports

CHICAGO BOOK CLINIC

James Blaine, vice president of John F. Cuneo Co., was elected president of the Chicago Book Clinic for 1944-45 at its annual meeting at Normandy House, June 6. Serving with Mr. Blaine is John Tombaugh of Scott, Foresman Co., vice president and secretary. The treasurer is Frances L. Jewett, also of Scott, Foresman Co. A meeting of these executives will be held during late July to select section heads and program and bulletin chairmen.

What type of meetings do members want? This question was given much discussion and when the vote was taken it was approximately 100 per cent for more technical and clinical types with plenty of demonstrations. The group, largely composed of editorial people, is eager to know more about good printing and good type and how these are to be obtained.

The point made in the discussion was that most of these people and the suppliers do not know much about the technical side and are anxious to know more. Few of them have an opportunity to study this first hand either in printing establishments or binderies, for their own work keeps them tied down to definite hours, the same as those plants.

Normandy House was selected as the official place for dinner meetings for the coming season with the first meeting to be held Oct. 2. An announcement on this will be made later.

N. Y. TRADE BOOK CLINIC

Santa Claus and his crew of graphic arts machinery builders and technicians will be forced to work three shifts a day, if they are to ever catch upon all the things asked of them in postwar book manufacture, it was indicated by the June 28 meeting of the Trade Book Clinic at the Town Hall Club.

This was brought out by the postwar book panel in which William C. Huebner, Huebner Laboratories, George Duplaix, Graphics Division, Simon & Schuster; Morris Colman, Viking Press; and Bert Wolff, H. Wolff Book Mfg. Co., participated. While much of the talk was wishful thinking, a not inconsiderable number of the suggestions are already on drawing boards or in blueprints.

Describing his development of the electronic printing press, which will print by either of the three standard processes. Huebner gave a demonstration of the action of the press with a simple experiment. A sheet of paper charged with static electricity caused a blob of ink from a pen to jump a considerable gap between the two, which is the basic action in the press. Huebner described how the press had been developed after some 5 years experimentation, and also discussed photo composition of text type and printing on photographically treated paper.

Duplaix turned his guns on present-day book manufacture, criticising it from every angle, but admitted that he had no specific requests of Santa except general improvement

He singled out binding for a particularly biting comment, declaring that binding was in a rut and the casemaking was a waste of time, since cloth was not a satisfactory binding material anyhow.

"Cloth binding over boards should die," he said, "but what will replace it, I don't know." Scoring even wealthy persons' libraries as drab and dull, he bestowed a word of praise on jackets as often superior to the covers which they hide.

In "package publishing," he declared, physical format is extremely important. For that reason, he hoped for progress in printing technic in several directions. While offset is ideal for large volume publishing, he continued, it is still far from adequate, especially for color at a satisfactory price. Detail, color, and register all need improvement. Offset inks appear to him to be frequently dull and dirty.

Colman balanced his hopes for improvements in production with the observation that the trade book publishers must still produce durable books and first novels, and other steady titles of up to 5000 runs, despite the highpower production of the mass production publisher, and that for such books, high speed production was not adapted.

Offset came in again for an overhauling when Colman expressed his belief that reproduction proofs of type were not suitable for fine work. As a counter proposition, he urged the type designers to develop faces especially suited to offset reproduction, and appealed as well for headletter sizes of book composition faces plus "juicy" faces for juveniles.

Other objects of his criticism were faulty plates and the length of time necessary to properly make ready a letter press form. In their place, he declared, rigid plastic plates should follow. Going further afield in the world of plastics, he expressed the hope that there might be developed a good plasticized paper for books, fully impervious to water.

new uses of plastics

Plastics, too, he contended, have their place in binding since design is now held back by the limitations of stamping and printing on cloth. Otherwise, he saw only a greater need for speed in the bindery. This might be accomplished by closer integration of the various units, such as linking sewing up with gathering and folding with printing.

The development of perfect binding, may even, he averred, presage its expansion—with the proper type of permanently flexible adhesive—into edition binding.

Wolff admitted that only in the last hundred years had book production really made strides. In that time, all the automatic modern machinery such as folding, sewing, gathering, casing-in, casemaking, backing and lining-up machines, had been developed. He predicted that new types of gatherers, casemaking, and casing-in machines would be developed after the war, which would advance bindery production considerably.

He explained the difficulty most plants encounter with covers using two pieces of cloth, and the special problems of juvenile production. Most juveniles are too thin for the machines.

When the meeting was thrown open to general discussion, one of the first questions, fired by Burt Stratton (Henry Molt), textbook chairman, was how to stamp cloth backstrips, such as gummed hollands, in roll form. It was suggested that small label presses or gummed tape printing presses could be used. In addition, a small offset press suitable for that type of work is on the market, it was reported.

Sam Wallace (Little & Ives) described some successful experiments with one-piece plasticized and laminated paper cases, as well as some work on a microfilming press, to which objections on the cost of the paper and the time spent in developing and enlarging it were made.

Walter Frese presided over the meeting, at which Morris Colman was unanimously elected chairman for the 1944-45 season, and the clinic recessed until fall.

N. Y. TRADE BOOK CLINIC SELECTIONS FOR JULY 1944

Title	*Publisher*	*Designer*	*Manufacturer*	*Paper*	*Cloth*
CRAZY LIKE A FOX	Random House	Peter Beilenson	Little & Ives	Bauer's Int. text	Bancroft nat. fin.
DOWN TO EARTH: Mapping for Everybody	Holiday House	Helen Gentry	H. Wolff	Whitehead and Alliger	Bancroft Buckram
JOSEPH THE PROVIDER	Alfred Knopf	Publisher's staff	Plimpton Press	Warren's 45 eggshell laid	Holliston Waverly
100 YEARS OF AMERICAN PSYCHIATRY	Columbia U. Press	Melvin Loos, backbone George Salter	Geo. Grady Press	Stevens Nelson, Ragston	Bancroft nat. fin.
PRESIDENTIAL AGENT	Viking Press	M. B. Glick	American Book—Stratford Press	Lindenmeyr New England eggshell	Holliston Zeppelin
THE RED HORSE	Coward-McCann	author	c, photographed from original edition; p, Polygraphic Co.; b, Sloves	American Eggshell	paper over boards
THOMAS TRAHERNE	Princeton U. Press	P. J. Conkright	cp, Princeton; b, J. C. Valentine	International Offset	Bancroft Arrestox

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THE FOLDED AND GATHERED SECtions, as signatures, together with illustration inserts or outserts, title and end papers, pass from the collators to the sewing machines, another department which, without exception, is "manned" by girls or women. Automatic sewing is less than a hundred years old but has enormously increased the output of edition binderies. While it is a division of the binding of a book with which the publisher's manufacturing staff has little to do directly, there are manufacturing shortcuts which can be practiced by the publisher which will help him get his book through the sewing machines more rapidly. For it is in this department that the extra work caused by poor planning, such as too many small signatures, improper choice of stock, or bad impositions can delay not only your book but everyone else's.

There are 3 major makes of sewing machines used in the bindery: Smyth, McCain, and Singer machines. Of these the first is used universally for the general run of trade books. Singer and McCain side-sewing are used primarily for text and reference books, in which strength is at a premium. However, Smyth sewing is frequently used, and often in combination with tapes, the sections being sewed on the tapes as well as to each other.

MAKING THE STITCHES

IN SMYTH SEWING, the sections are deposited on an arm which, after jogging, carries the signature in to the needles. These number up to 11, depending on the model machine, drive thru the signature, pick up the thread, pull it through to make a long loop of thread, then hook it on to the next section, and so on through all the signatures of the book. The thread is fed from bobbins like any other sewing machine, but much larger.

Several books emerge in a solid block, and are cut apart either by a girl standing in back of the machine for that purpose, or on the most recent machines, by a special cut-off device, operated by a foot treadle.

There are various models of the Smyth machines in use, which will sew at speeds of from 50 to 85 sections a minute. One model is large enough to sew books two-up. Most are equipped with semi-automatic feed, the signatures being merely dropped on a saddle and pushed mechanically into the machine. The number of stitches and their length is adjustable to requirements.

Most machines are also equipped with automatic pasting devices so that a strip of paste may be deposited along all signatures or any particular ones to reinforce the sections or to hold smooth finish inserts in place, etc.

The Singer machines in use are merely larger and heavier models of the familiar household sewing machine and operate in much the same fashion. However, for side sewing, a special drill is used to make the holes for the thread before it is stitched. The books emerge from the machine in a continuous series, and must each be cut one from the other. The books are usually smashed before sewing.

The McCain stitcher is another type of side sewing machine, developed to sew closer to the binding edge, for the purpose of obtaining greater ease of opening. It is also automatic feed.

Since the number of signatures which must be fed to the machine determines to a large extent the speed with which the book can be sewn, an effort is indicated to keep the number to a reasonable minimum. Many books which are sewed in 16's, such as the 320p. novel chosen for purposes of discussion early in this series, may easily be sewed at least in 32's and in many instances, where thinner paper is used, in 64's. Thus, the above mentioned volume, if sewed in 32's, would amount to only 10 signatures, and in 64's, 5.

Another important point is that the more signatures in a book, the greater the amount of stitching in the back, which in turn increases the swell "or thickness." Frequently this is so great the book must be squeezed in the jaws of a nipping machine, before the book is "smashed" to reduce the swell.

Most trade books are tight sewed, because of the bulking paper used, which, when compressed under the smasher, would otherwise cause the sewing to loosen up too much. Loose sewing will soon cause a book to fall apart since there will be too much play in and on the threads, regardless of the glue used to hold the book together.

In some plants, the books are smashed before sewing to secure even tighter sewing. But a word of caution—if the book is sewn too tight, the operation of "rounding and backing" it may cause the threads to burst. Each binder, however, is capable of determining the correct thread to use and the right degree of tightness to be observed.

Early in this series, it was pointed out how the addition of small forms made book production more expensive, if only in extra presswork. Such forms have their effect in sewing too, for they add to the difficulty of sewing all the signatures together, unless they are run as wrap-arounds or inserts around the first or last signatures. By the latter method they can be securely sewed in with the section, and the risk of having a small signature slip or loosen up when sewed with thicker sections, is avoided.

SMASHING & NIPPING

THE SEWED BOOKS, after cutting apart, are stacked for delivery to either or both of two machines, the "smasher" or the "nipper." The latter is chiefly used for squeezing along the sewed edges of books printed on hard finish papers, such as textbooks, to remove the smell caused by sewing. Most books of this nature do not require smashing, the nature of the paper being such that little would be gained by such compression.

On the antiques, however, the air must be driven out of the sheets and the "swell" taken out of the back, or else the book would not fit the covers made for it.

In chapter 8 on specifications it was noted that the desired bulk of the finished book should be given the binder, so that he might know the pressure to be imposed on the book to bring it down to that size. The bulk, of course, has been determined from the tables of the number of pages of each weight of stock which will make a pile 1" thick.

The Sheridan smasher, which is as standard in the bindery as the Sheridan gatherer, consists of a gigantic press, the jaws of which move on steel columns to impart the pressure. The books are inserted a few at a time by a belt feed. The jaws close and maintain the pressure—300 tons—for a short period. The smashed books are then stacked for trimming.

THE TRIMMERS

ORDINARILY, BOOKS ARE TRIMMED in heavy, power-driven, specially designed book trimmers, which trim all three edges at once. In some plants, however, the trimming may be done on the several types and sizes of power paper cutters, thus requiring three separate operations.

The Seybold continuous trimmer is the one most frequently used for large volume work. To it books are fed backs down in a tapered feed trough, jogged to the head, and then gripped in a heavy clamp. Next they are moved into trim position by a four sided "table" which revolves with the books so as to trim the front of the books in one operation, and after another, the head and tail. The cycle repeats, and thus a constant flow of trimmed books emerges on the machine's delivery end. Approximately 25 piles a minute, up to 6" thick, may be trimmed at maximum speed.

Another type is the Seybold 3-knife trimmer, which resembles the ordinary papercutter in many ways, but in which the books are fed manually to a set of three knives. When the lever is pulled to start the machine, the books are clamped, the head and tail trimmed, and then the front, in matter of about 3 seconds. Other powercutters sometimes used for book work are the Sheridan, Smyth, Chandler & Price, Seybold, and others, but chiefly for smaller quantity production.

Rough trim books are those in which a slight trim is taken off the folds and the raw edge of the page, leaving a rought edge, intended to simiulate deckle. Quad open front books are produced actually on the folder, the slitter attachment trimming off the waste, leaving it with a saw-tooth or web-press cut-off effect on the untrimmed edges.

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Peter Papyrus says...—

As B&BP went to press last month, the WPB issued its latest revision of L-120, the paper manufacturing control order, which further limited the weights in which various book papers may be manufactured, in order to make possible still further conservation in papermaking fibres.

Virtualy the only changes made were in the permitted weights in Schedules I and II covering papers used for commercial printing and book production. For the convenience of B&BP's readers, we are reprinting herewith our table of paper available under the terms of this order, brought up to date with the various amendments which have altered it since its inception. The last amendment prior to that of June 5 was dated August 28, 1943. Reprints of the table on heavy stock for desk use will be supplied gratis on request.

It is a matter of only common sense to understand that, although 1944 will see the largest production of cartons in history, much of it will be destined for France and points around the globe and will carry heavier and more expendable merchandise than books. The cut to 70% of 1942 carton usage for books which went into effect on May 29 is, consequently, merely expanding the problem already encountered in shipping more books to more readers. Lack of cartons might even outrun lack of printing paper before the year is done, and result in a greater cut in single book shipments to bookstores, etc. Individual purchasers may yet have to be less fussy about dented edges and blunted corners.

The *Howard Smith Paper Mills* of Montreal summarizes the effects of the war on paper in a very neat report in the June news-letter from that firm. They point out that although color and cleanliness have admittedly suffered, other qualities have been maintained or even bettered. Their book paper, for example, was improved by added starch and longer beating periods, which resulted in only a minor drop in tear tests, etc.

Among some of the production problems is that of the necessity of using pulpwood anywhere at any time it can be had. Consequently, logs which otherwise would have been debarked and held for later use are now sent to the debarking machines at once. The process, Smith reports, is never so efficient as the natural sap peeling method. Consequently the pulp is bound to get a number of specks of bark and discolored wood, which makes the finished sheets look dirty.

The limitations on chlorine have made it impossible to bleach these spots out thus adding to the dirty aspect. As for lack of machine repair parts—well, the grass is no greener at the mill than anywhere else.

Book paper production of all types for May amounted to 124,481 tons as compared to April production of 117,335 tons. In May a year ago, 134,130 tons were produced. The pulpwood supply for the third quarter will be 64,000 tons less than last quarter, but from it will be produced approximately 4,341,637 tons of paper for all types, compared with 4,335,353 tons in the last quarter. It is apparent from these figures that there is still no reason to relax efforts at conserving paper and that there won't be for some to come.

Alexander Thomson, vice-president and advertising manager, The Champion Paper and Fibre Co., died June 18. He was the grandson of the company's founder, Peter G. Thomson and son of the late Alexander Thomson, chairman of the board. Thomson had served with the Red Cross in the present war, and while in Cairo, contracted a fever, which, coupled with high blood pressure, caused him to be returned home in October, 1943. After months of hospitalization, death resulted.

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Oliver Offset says...

Printing Arts Research Laboratories, Inc., Santa Barbara, Calif., developers of the chromatic screen for producing line and halftone photomechanically on a single negative (see B&BP, May 1943, p. 60), has announced a process by which direct positives of type matter and mechanical drawings may be made without making a negative. The process is designed to apply to the production of printing plates for both offset and letterpress. By its means offset plants may make deep-etch plates directly from the line positive so produced.

In photo-engraving, reports WALTER S. MARX, Jr., vice-president, the method entirely eliminates the necessity of prisms on the camera, or for stripping all negatives in order to properly position them from left to right. Marx declares the system has been enthusiastically received by the few trial plants in which the process was installed. It is sold without any license or royalty requirements, merely the normal sale of the materials being necessary to the operation of the process, a special two-part reversing solution.

The laboratories plan to renew their activities in the chromatic screen in the postwar period.

— ∘ O ∘ —

Unless we miss our guess, the training given some of the boys working in the portable offset plants in use by the army's mapmakers, should prove useful not only to them but to publishers who launch into production by offset after the war. The way they've managed to produce under handicaps too difficult to do more than hint at, is astounding. Offset book printers should welcome men ambidexterous enough to snap a few shots off the hip at a lurking sniper while with the other they rub up a plate, or clamp it on the press. Or a pressman that can peel potatoes and adjust the pH value at the same time. Seriously, though, there will be a lot of new ideas introduced into the industry when the boys come back.

— ∘ O ∘ —

Here's some fields for offset houses to experiment in. At the N. Y. Trade Book Clinic meeting the other night, the problems of printing on cloth backstrips in roll form, and in producing two-piece cases in colors, were introduced. With the backbone design in multiple on an offset press plate it should be not much trouble to print on a roll of cloth and have it slit into rolls or sheeted into the right number of strips. And a rollfed two-color offset press might be able to give a designer two colors of cloth and two colors of pre-printing. It's something for the experts to work on, anyhow.

Before many moons have passed, we hope to have some interesting news on Books by Offset, as well as a new development in material for this column. 'Til then, keep your fountain full!

— ∘ O ∘ —

The Old Familiar Faces (Continued from page 47)

simpler than the conventional novel, a continuous narrative divided into chapters or sections which are identified only by numbers. The most ardent admirer of running heads as page decorations would have some difficulty in defending "Chapter I," "Chapter II," etc. There is a reasonable custom in such cases: the author's name on versos and the book title on rectos, though an occasional book repeats the title on both. Bad typographical manners, I calls it. If the title is fairly long and divides evenly it can be spread across the two pages (as in the "Shelley Letters," disregarding numbers and dates).

In a volume of collected stories, if the title is the same as one of the stories, I prefer to use the author's name on versos; if the title is comprehensive, as in "A Conrad Argosy" (Doubleday, Doran, 1942) it is the obvious choice.

Then there is the narrative form divided into a few large Parts or sections, in which the chapters may or may not be captioned. It is an editorial question whether the Part or the immediate chapter should appear in the recto running head.

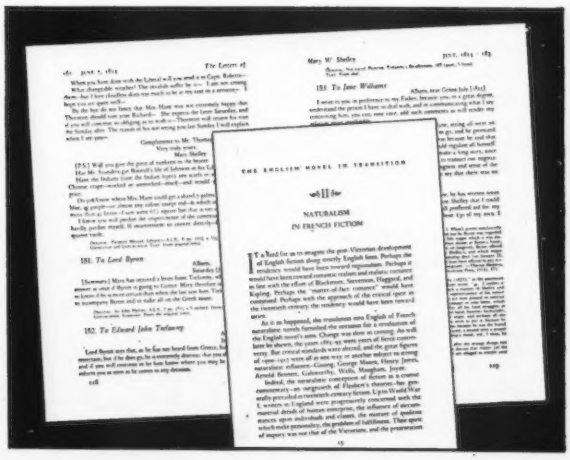
Collected Letters of one writer, varying in length from a few lines to a number of pages, suggest the dictionary formula of indicating at left the first item that *begins* on the verso and the last that *begins* on the recto. In the specimen shown here the running head indicates the number and date of the letter that is identified. This system is implicit in all scholarly publications.

AFTER EXAMINING a few of these variants, anthologies seem less terrifying. Starting from the first item that *begins* on the verso and the last on the recto, the running heads will show just that information. If the selections are long it will probably be author on verso and title of the selection on recto, as in "This Is My Best" (Dial Press, 1942). That is simple, however, because each division begins on a fresh page. Note that the book title has disappeared.

"The Music Lover's Handbook" (William Morrow, 1943) is divided into Parts, each of which determines its recto running head, with the book title on versos. Another kind of anthology which groups a number of small items in sections is "The New Poetry" (Macmillan, 1920), with the title at left and the poet at right and no attempt to single out individual poems, most of which are short.

In book designing, as in all other arts and crafts, problems are easily solved by fitting details into an all-over pattern of sound principles.

AS AN AFTERTHOUGHT, running heads do not normally appear above chapter openings, but once in a while a long title may be neatly letter-spaced in small caps across the top of the page in place of a rule or decorative band that might otherwise be used, as in the specimen shown.



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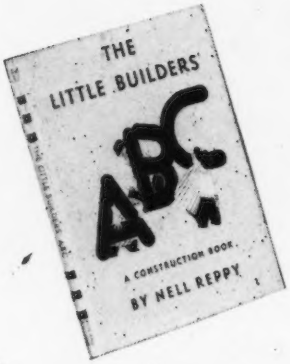

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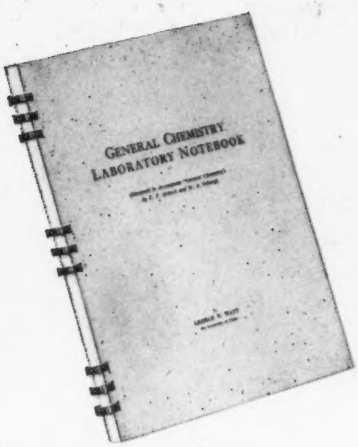

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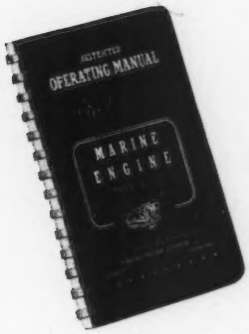

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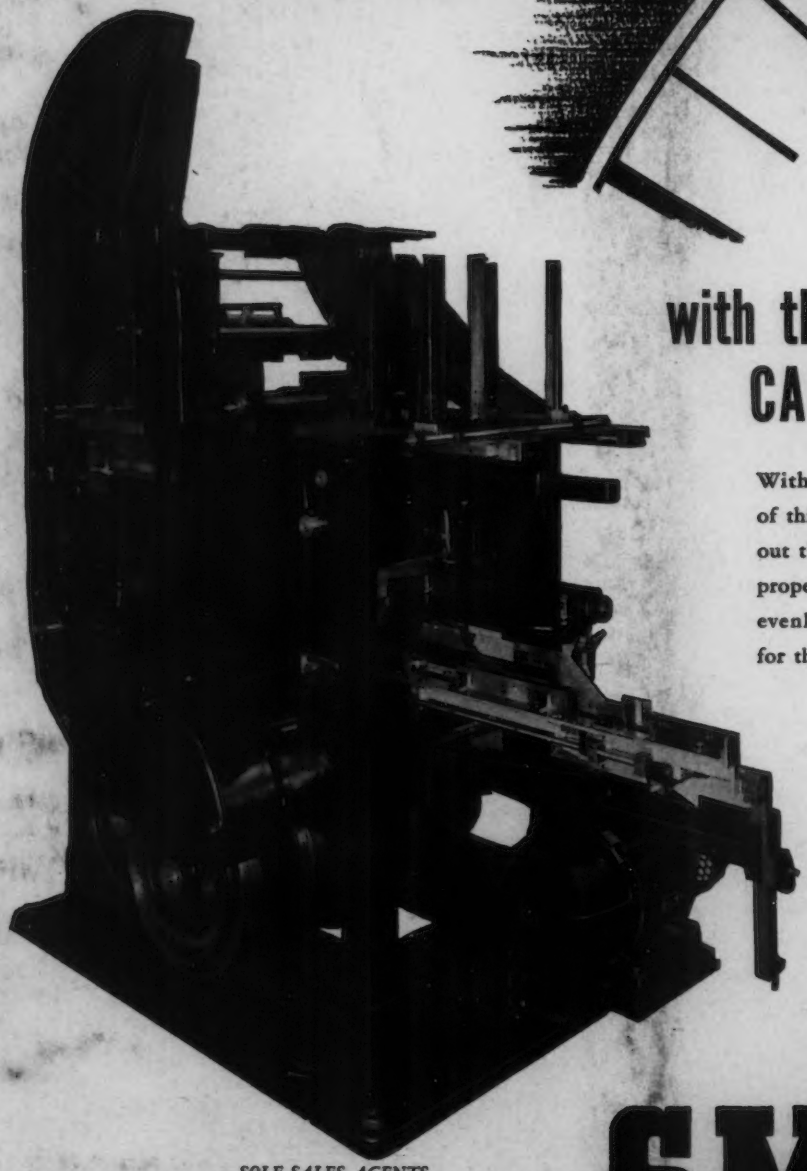

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